

MONTEREY, THE MISSION COUNTY

1915

COLONISTS' AND HOMESEEKERS' EDITION

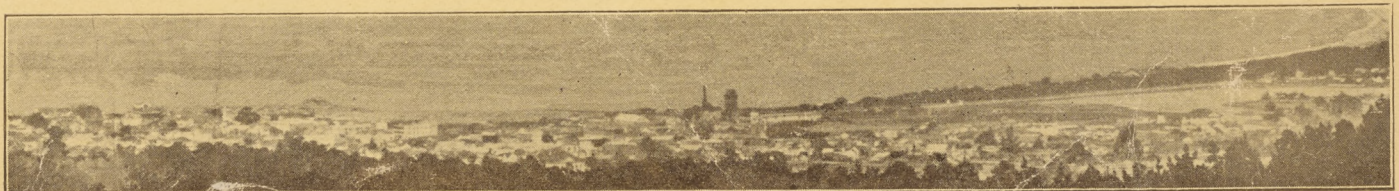
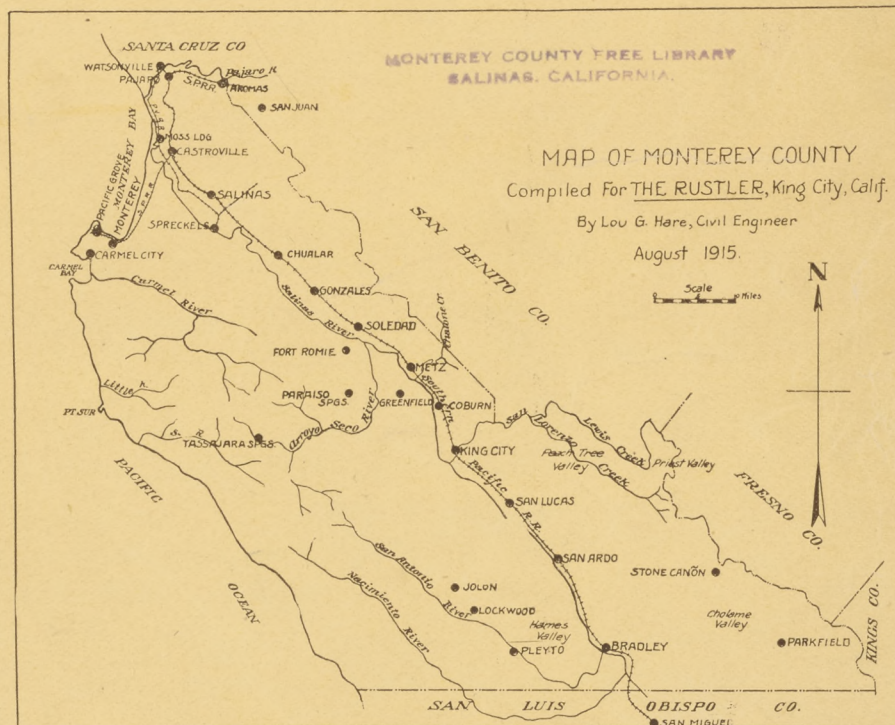
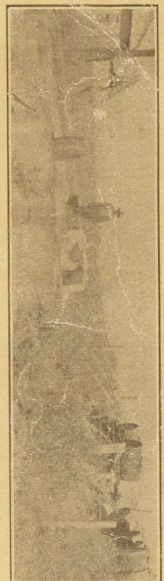
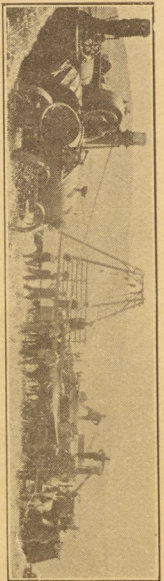
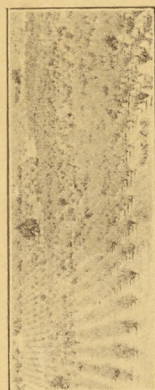
The Salinas Valley Rustler

Magazine Section

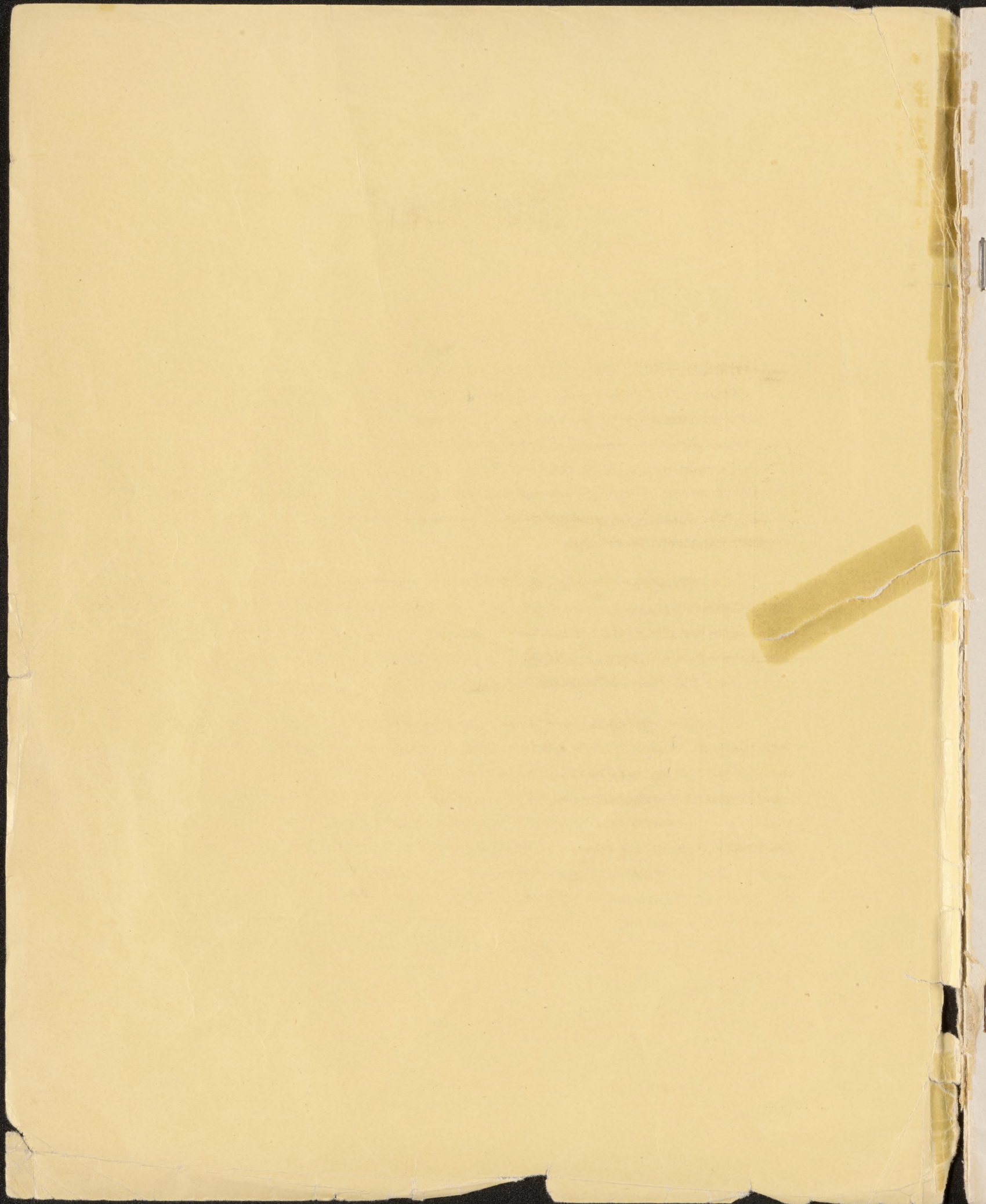
KING CITY, CALIFORNIA

OCTOBER FIRST

PRICE TWENTY-FIVE CENTS



BIRD'S EYE VIEW OF MONTEREY BAY AND HARBOR—The Key to Central California : 100 miles of Railroad will tap over 11,000,000 Acres of the most fertile lands in the world. Opening the Panama Canal makes this Magnificent Harbor the greatest Opportunity for Investment on the Pacific Coast



Foreword

A GREAT deal of pictorial literature truthfully setting forth the soil and climatic advantages of California for diversified farming has been spread broadcast over the continent at recurring intervals during the past decade. The effect has been to start a great deal of inquiry on the part of our neighbors the other side of the Rockies; inquiry that in many cases was not satisfactorily answered for the reason that the literature eliciting it failed to state to whom to write for detailed information; the character of the literature being general, necessarily, because usually issued by county supervisors, boards of trade or wealthy real estate companies.

Observing this, the editor of *The Rustler* conceived the idea of issuing a book different from anything heretofore attempted; one that would consist, in fact, almost entirely of the personal stories of the trials and successes of that large and important portion of Monterey County's populace living outside the cities—landlords of the great holdings, tenants on such holdings, orchardists, dairymen, bee men and stock raisers.

The result of three months' work in the field has been highly satisfactory, in that we have been enabled in the following pages to picture our people, their manner of living and their unvaried successes as it has never before been done; the individual interviews constituting a long series of most interesting testimonials, with the photographic proofs. that this is an ideal county in which to live, as well as to make a living. Every "writeup" has been submitted to the party interviewed, has received his o. k. before going to the printer, and in almost every case permission was given to add a last paragraph to the effect that communications seeking detailed information as to land for sale and its price would be cheerfully answered. This is the information the prospective settler does NOT want from land-selling companies or agencies, and which should cause this book to be eagerly sought.

THE EDITOR.

∴

MONTEREY COUNTY

∴

By A. J. Wells, in "Monterey County."



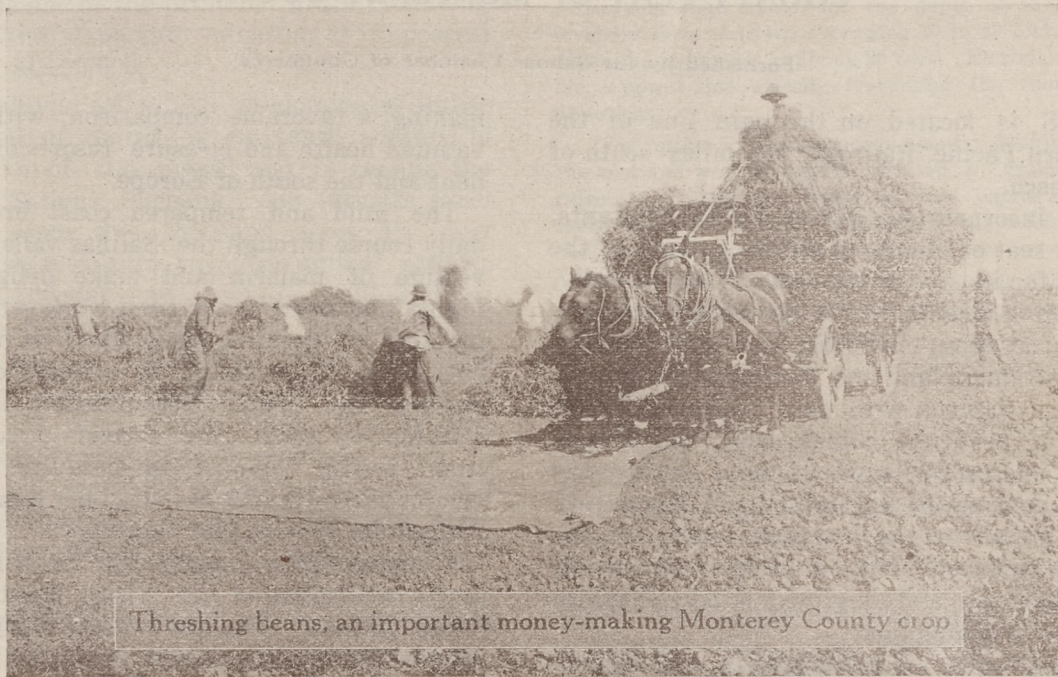
IT is first of all a part of California. This is its claim, in part, upon your attention. As an agricultural state, and as a place of residence, California stands alone. Then this county is central in the coast country and has some advantages of location. It is, too, in the best part of California climatically. The best climate of the famous state is the coast climate, modified as here, by a great bay and a great inland valley. Two classes should be interested in these facts—young men who want a foothold where something is doing, yet where there is room and opportunity; and older people who have won out and have an income but want to spend their best days in comfort and in the best climate the continent affords.

The county where it opens to the sea holds a central position as a resort region, and this should attract the attention of those who want resort property, who want to engage in the business activities which belong to a watering place or to live where the sea air makes an equable temperature. These are the features of the situation: A central geographical location, a coast climate, rich, warm interior valleys, and a residence and recreative section unsurpassed in all California. These make this county of special interest to the homemaker and the investor.

Monterey Topography

IT is peculiar, but closely related to the larger lines which determine the physical character of the state. Its chief river runs from the south; the hills break down and open the interior to the sea and to the Bay of Monterey as the Coast Range does at the Bay of San Francisco; it has broad plains, as the interior of the state has, and rolling hills and rugged mountains and diversity of climate and of products, and is in brief a miniature of the state.

It is naturally divided into mountains and valleys, but the mountains are not lofty, and are desirable for homes in the lower elevations, sheltered from sea winds, possessing a pure, healthful air and peculiar advantages for the production of fruits and nuts. Higher up are stock ranges, the grazing lands furnishing excellent feed. In the Santa Lucia Range is found wood, gold, coal, and limestone, and superior mineral hot springs. This range is on the western border of the county. On the east are the Gabilan Mountains, less rugged, readily accessible, and holding in their spurs and folds charming little valleys with fertile soil, delightful climate, abundant fuel, and good water. Between these two ranges lies the agricultural heart of the county, the Salinas Valley.



Threshing beans, an important money-making Monterey County crop

On the south this fine valley is broken across near its extremity by the San Antonio hills, but runs far on into the adjoining county. On the north the Salinas Valley is separated from the Pajaro Valley—pronounced Pah-hah-ro—by a low range of hills. This valley, an irregular crescent in shape, opens out to the bay, and is formed by the Santa Cruz Mountains and the Monterey hills. It is drained by the Pajaro River.

The river system has for its main trunk the Salinas River, of which the Nacimiento, San Antonio, San Lorenzo and Estrella are tributaries. The Pajaro and the Carmel flow westward, belong to the north end of the county, and empty one into Monterey, the other into Carmel Bay.

The county is well watered, and the coast side is rugged and wild, with fastnesses for game and singing streams for trout.

Monterey County is situated about 100 miles south of San Francisco, and 300 miles north of Los Angeles, on the Pacific Coast. It is 124 miles long and 45 miles wide, its extreme length being from north to south.



SALINAS

COUNTY SEAT OF MONTEREY COUNTY

Furnished by the Salinas Chamber of Commerce

SALINAS is located on the main line of the Southern Pacific Railroad, 118 miles south of San Francisco.

It is an incorporated city of 4500 inhabitants, the county seat of Monterey county and one of the wealthiest for its size in the state. Commercially, its situation is ideal, as it is served by two railroads, and at Moss Landing, ten miles distant, coastwise steamers land and discharge freight.

Salinas, in common with many California cities, is a town of beautiful homes, each enhanced by the wealth and profusion of its floral setting; the streets are well paved and lighted and the county roads are far above the average, being for the most part surfaced with crushed rock or oil dressed, while the state highway is being rapidly pushed toward completion.

Two public parks aid materially in making life pleasant for the children and adults of Salinas.

Salinas possesses a handsome and commodious court house, city hall, free library, opera house, eight church buildings, numerous fraternal halls, armory and a fully equipped and up to date hospital accommodating twenty-five patients, built by Mr. James Bardin at a cost of \$40,000. This institution is designed to be self-supporting only and is a striking tribute to the generous public spirit which prompted its erection.

Four banks, each showing a satisfactory annual report and having an aggregate capitalization and surplus of \$4,500,000 guard the financial interests of the community.

Manufacturing industries consist of creameries, brewery, ice plant, planing mills, etc.

There are several good hotels and garages, large department stores, business blocks and office buildings, opera house, etc.

Ample fire protection is afforded by the motor apparatus recently installed.

Climatic conditions of Salinas leave little to be desired. There is an average of 290 sunshiny days per year while the mean temperature is 56.3,

making a favorable comparison with the most vaunted health and pleasure resorts of this continent and the south of Europe.

The mild and tempered coast breezes which daily course through the Salinas valley dispel any vestige of malaria and make delightfully cool nights that bring to the tired worker that refreshing and invigorating sleep which is nature's own best tonic. The rainfall is ample and rarely excessive, the annual precipitation is generally sufficient to insure the farmer a remunerative crop. During the past ten years the government reports show that 15.10 inches per annum was the average for Salinas and vicinity.

A unique feature, pertaining to Salinas is the yearly celebration of her "Big Week and California Rodeo." The last week in July is usually selected for this spectacular event which is a portrayal in its fullest details of life on the range during the early days of California. Hundreds of the best roughriders, vaqueros, ropers, bronco busters, and cow punchers from all over the country assemble at Salinas to take part and to compete for the valuable prizes offered.

The gaily decorated streets are thronged by day and night with a motley and picturesque crowd well sprinkled with descendants of the original Spanish and Mexican owners of the land; the music of brass bands enliven the proceedings by day and the softer tinkle of the guitar is heard after dusk.

The Rodeo features are a source of wonder and delight to visitors unaccustomed to them, for here some of the best horsemen in the world display their skill and risk life and limb to make or hold reputation for bulldogging steers, bull riding, wild horse racing, outlaw riding, etc. Street dances, parades, etc., afford entertainment in the evenings and the last night is devoted to a gorgeous pageant called the "Colmado del Rodeo" followed by a grand ball.

Salinas is fortunate in possessing an unusually

fine Union High School, the graduates of which are accredited to the Universities of California. Schools of the lower grades are also excellent.

The city is well served in the matter of gas and electric lighting and has an abundant supply of pure water furnished from deep wells.

Farming possibilities on the ranch lands adjacent to Salinas are equal to any on earth. Monterey county is one of the principal grain producing sections of the state, the valuation of the cereal crops being \$1,695,000.

The rich aluvial soil which predominates in the neighborhood of Salinas is eminently adapted to the cultivation of the potato and in raising the celebrated "Salinas Burbank" our farmers excel the world—some five thousand acres are now devoted to their culture, bringing annual returns of over \$1,500,000. An average yield is from seventy-five to eighty sacks to the acre, weighing 125 pounds, and with intensive farming methods this yield could be increased two fold. Mr. M. F. Martin, on his ranch three miles from Salinas, harvested 5600 sacks from thirty-eight acres, an average of 155 sacks to the acre—this crop was sold for \$11,000, an average of \$289 per acre. James Bardin reported over 400 sacks on a single acre near town.

Onions are money makers, yielding five tons and over to the acre.

Sugar beets are an important crop here, netting to the producers over \$1,000,000 annually. As high as twenty to twenty-five tons to the acre have been obtained, although a fair average is about fifteen tons. With this yield, at an average price of \$5.50 per ton delivered at the railroad, the farmer receives, gross, \$86.50 per acre. Expense of raising varies somewhat, but \$36.00 per acre is a fair estimate, which leaves a net profit of \$46.50 per acre. Beet growing has a three-fold benefit to the producer—a direct revenue from the beets, a beneficial effect on the land itself, and a valuable cattle food in the beet tops. The largest sugar beet factory in the world is located at Spreckles, near Salinas. It employs 700 men and handles about 200,000 tons of beets annually. After the sugar has been extracted, the pulp is used for fattening cattle, and about 75,000 tons is annually used for this purpose.

Beans, of the small and large white, pink and red varieties, do well near Salinas, and a large acreage is devoted to them with most satisfactory results to the farmer. On the lighter upland soils the average yield is about twelve bags to the acre,

which, at 4 cents per pound, gives the grower \$43.20. On the richer bottom lands the yield is heavier, running about seventeen bags, which should bring the grower \$61.20 per acre.

With a constantly growing acreage under irrigation, dairying is becoming more and more a marked feature in the environs of Salinas—cream is delivered at the Salinas Creamery, or at Castroville a few miles distant, and dairymen report results as highly satisfactory.

The irrigation outlook is very encouraging to intending settlers on small tracts, for the depth to surface water is comparatively shallow, averaging 10 to 40 feet, and in wide areas the maximum is about 20 feet. Electricity is available, a power line already traversing the country in many directions.

The rolling and mountainous country flanking Salinas on the east and west is mostly devoted to grazing and stock raising and many fine herds of beef cattle are domiciled there and return a princely income to the cattle men. With beef at present prices this is a very remunerative occupation.

Salinas has for years been noted for its fine horses, both draft and driving stock, and the names of several are well known on the various race tracks.

Mules are raised in considerable numbers and bring good prices.

The hog industry has of late years engaged the attention of many local ranchers, and where the stock has been well selected, profitable results have been secured.

Poultry farming is both pleasant and profitable in our Salinas climate. Without extremes of heat or cold, housing the chickens is less a problem here than in many sections and mortality among young chicks less. The San Francisco market is only one hundred miles distant and transportation is cheap and rapid, making highly satisfactory conditions for the poultryman, when it is known that this entire state produces only one-half of what it consumes.

Like many other California cities, the growth of Salinas has, in the past, been considerably retarded by the holding of vast areas of the adjacent lands by individuals, consequently their full productive possibilities were not developed nor were they appreciably improved. Of late, however, the owners of large tracts are yielding to the inevitable, and many of them are cutting up their unwieldy holdings and disposing of them in small farms to settlers which will rapidly add to the wealth and prosperity of the city and county.

There are fine opportunities within ten miles of Salinas for the homeseeker—good land is now to be had at reasonable prices and the intending settler would do well to make a personal inspection, or if that is not convenient, write the Secretary of the Salinas Chamber of Commerce who will promptly furnish any desired information.



BRADLEY

Is a small village—the last at the southernmost end of Monterey County—comprising a hotel, store, meat market, blacksmith shop, garage, postoffice, livery stable, Southern Pacific railway station and Southern Pacific Milling Company's large grain warehouse. The principal industry about Bradley

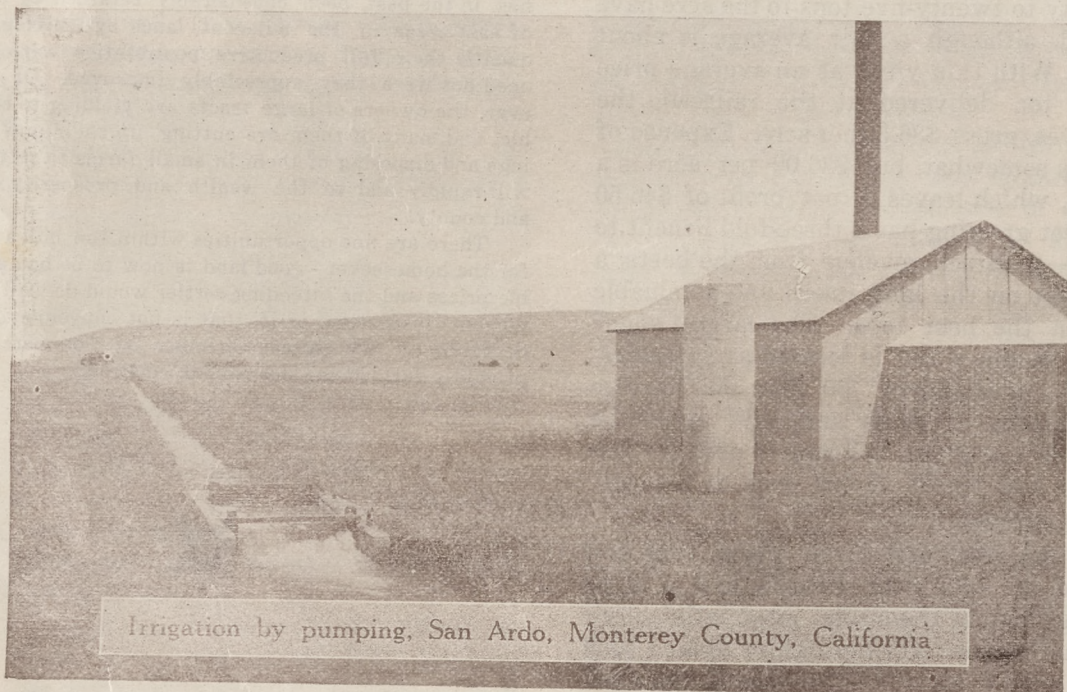
is barley and hay farming and stock-raising. The San Antonio river empties into the Salinas at this point, the fertile valley of the San Antonio, the Hames valley country and the rich Pleyto country all finding the outlet to rail for their products at Bradley. It is on the State Highway.

PARKFIELD

THOUGH not mentioned in any available advertising matter, the town of Parkfield is the center of a rich agricultural district, located in Monterey County about twenty-five miles from San Miguel, with which it is connected by daily automobile stage. It is the social and business

center for a very prosperous community, whose principal products are, as with other communities in this section, grain and livestock. Its people are progressive, and may be depended upon at any time to take up any feasible proposition for better roads and kindred subjects.

SAN ARDO

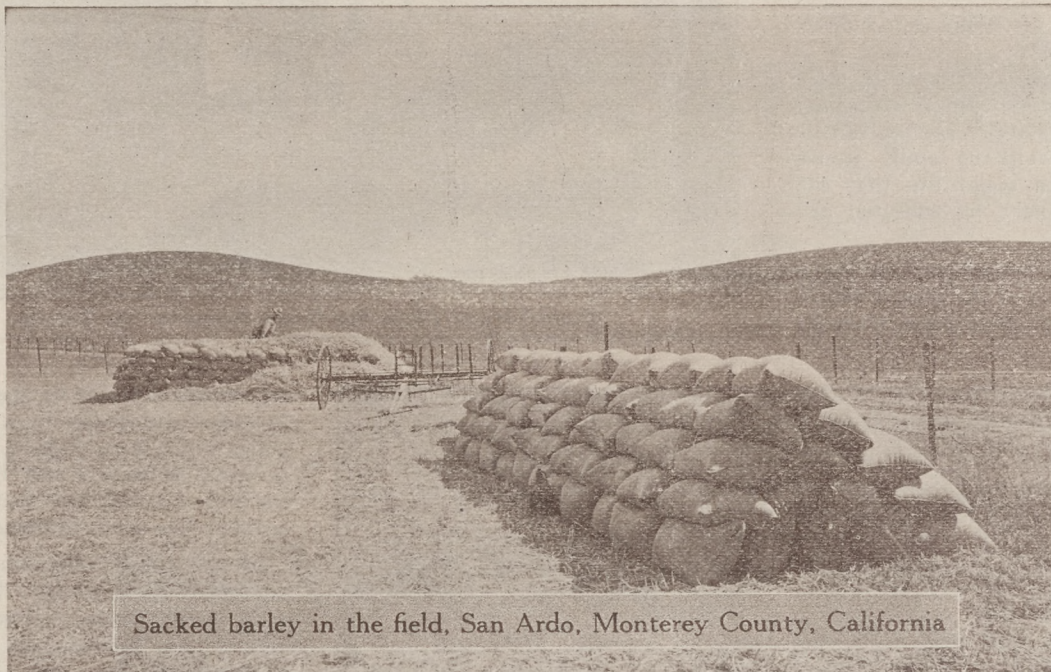


Irrigation by pumping, San Ardo, Monterey County, California

Lies thirteen miles north of Bradley and up to a few years ago was exclusively a barley, hay and stock center. It also has one store, postoffice, meat market, livery stable, Southern Pacific station (where all trains stop), Southern Pacific Milling Company's large grain warehouse, and draws to rail the products of Pine and Paris valleys, as well

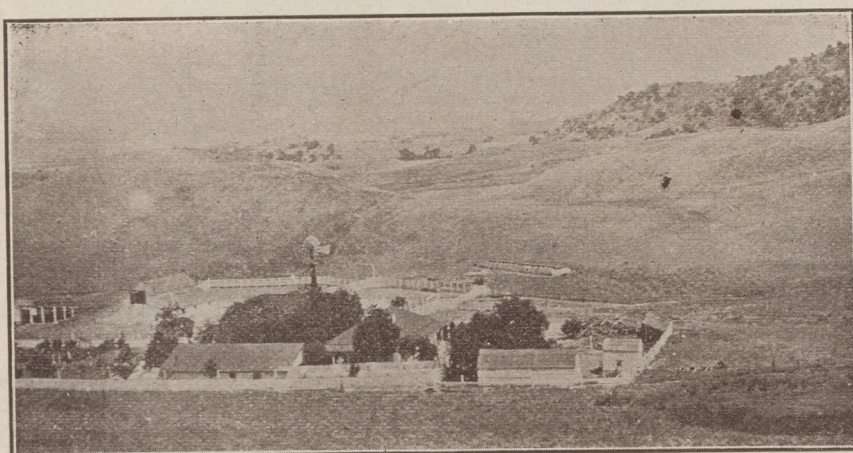
as from a rich country surrounding it in the Salinas Valley.

There are several pumping plants irrigating alfalfa ranches, dairies and orchards near town. It is not far to water and more and more land is constantly coming under intensive irrigation in this section.



Sacked barley in the field, San Ardo, Monterey County, California

The Circle-Bar Ranch, a Monterey County Pastoral Gem



Circle-Bar Rancho, San Ardo—Aniotzbehere Co.

AMONG the noted ranch homes of Monterey county the Circle-Bar ranch may be cited as one of absolute distinction. It is the property of The Aniotzbehere Company, a

corporation composed of the heirs of John Aniotzbehere, a gentleman who came to this country in the early sixties from southern France and engaged in the sheep business. In a few years

he acquired a homestead and there founded his home and added to his holdings as his prosperity increased.

The residence on this property is symbolic of comfort and ease, with its beautiful rose gardens (the pride of the ladies of the family) and shaded lawns surrounded by a quaint and massive parapeted wall, built from rock quarried at a distance in the hills. It nestles in a pretty little valley which opens to a beautiful vista of the great Salinas valley, with a background of wooded and verdant mountains, reminding one of some scene transplanted from the Riviera. It was surely constructed with a loving care and in it one can see the sentiment of the builder, in whose memory must have survived a thought of "the old home far away."

In this picturesque and secluded spot dwell the family, consisting of an aged mother, a charming daughter and two sons. They live in perfect harmony

and contentment, and prosperity is evidenced on every hand. The very neatness of the place, with its great barns and white fenced corrals, carefully kept and sanitary yards, fairly expresses wealth on every hand.

The ranch comprises 3000 acres or more, of which 1500 acres are devoted to the growing of grain, while the balance serves as pasturage for a large herd of beef cattle.

The Aniotzbehere Company is managed strictly along progressive lines and the brothers are recognized as able business men, while the family enjoys a prominence in social life that can only be commanded by educated and refined people.

The views of scenes on this ranch will tell the story of the present better than typed words can express, while its



Front Yard of Circle-Bar Ranch House and the Family.



Corner of the Circle-Bar Ranch Corral, near San Ardo.

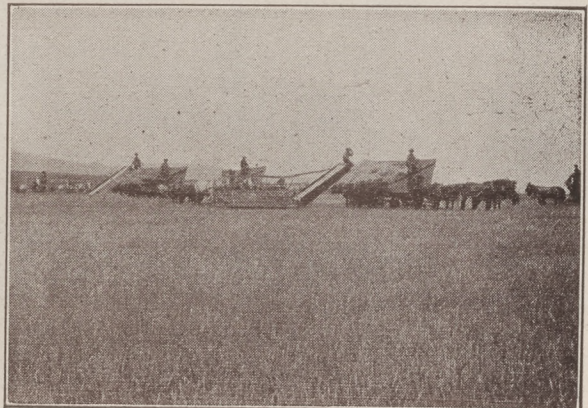
future will probably be recorded as a greater and richer holding; for it is the policy of the Aniotzbehere Company to re-invest its surplus and it is due to the present generation that their management has added to the inheritance.

The officers and directors of the Aniotzbehere Company are: Mrs. Marie Aniotzbehere, Miss Elvira Aniotzbehere, Adrian Aniotzbehere and Julius Aniotzbehere, the last named being secretary and general manager.

Any inquiring person can safely ask for authentic information regarding Southern Monterey County from the Aniotzbehere Company, San Ardo, Cal.



Dairy Scene near San Ardo.



Harvest Scene near San Ardo.

∴ SAN LUCAS ∴

By J. C. Colyar.



San Lucas Depot and Warehouse.

THIS important little village was established in 1886, when, upon the reception by the Southern Pacific Railroad Company of a gift of a right-of-way and ten acres of land for depot, warehouses, stock-yards and drive-ways from the Trescony Grant, and the completion of the railroad to this point, the depot was built.

Location is 172 4-10 miles from San Francisco, directly on the main coast line between that city and Los Angeles, and near the Salinas river, eleven miles north of San Ardo.

The town has a good school, three church buildings, hotel, livery stable, blacksmith shop, a splendid butcher shop, garages, barber shop, soft drink parlor and amusement

room, stock corrals, post office, real estate office, city water works, no saloons, two fraternal lodges, lodge halls, grain warehouse over 700 feet long and 60 to 80 feet wide, through which was stored and

shipped about ten thousand tons of grain in 1914—the management saying about the same amount will be handled there in 1915. A good barley crusher and all modern facilities are attached to the warehouse. San Lucas also has two good stores which do a large cash and credit business and supply the main trade for a radius of many miles toward Lockwood, Jolon, Pine Valley and the Long Valley, Peachtree and Oasis sections, respectively; and bids fair to be the junction of the San Joaquin



Sheep on Trescony Ranch—San Lucas.



Herd of Pure Bred Durham Bulls Imported from Kansas—Trescony Ranch

Valley and coast state highway roads.

So far as crop production is concerned, with plenty of water and cultivation our soil will produce as large a variety of crops as most any section of its size in California, and some of the most wonderful growths in the state in cereals and in berry vines that the writer ever saw, have been produced here during the past year. George Marcus, with Soudan grass and mellons and toma-

in timber, give hunters their pleasure.

Please don't forget that some day the great possibilities of San Lucas section will be recognized. Our young people have good High school advantages and there are reported to be between thirty and forty trains passing through the town every twenty-four hours at present.

Around us, to back up the claims, are well-to-do ranchers; overhead, God's sunshine, blue sky



Sudan Grass, San Lucas, California, grown by G. P. Marcus

atoes; H. D. Bunte's Himalaya blackberry vines; some new growth single branches have grown over 24 feet in five months and many other outside growths of different kinds, with proper care, will yield amazing returns.

The surrounding country ranchers have splendid horses, cattle, sheep, hogs, poultry; and the hills with plenty of quail, rabbits, coyotes, squirrels, bobcats, deer, coons and fish, and wild bees

and pure air; underneath, a vein of pure water; then further below, a strong sulphur flow and maybe oil, who knows? And in our very midst, one man living, who is away above 100 years of age, and the doctors all starved out!

Lack of space forbids telling personally of the noble men, women and children who comprise the country's greatest wealth, but thank God for San Lucas! It is a good place to be alive in.

J. A. Trescony, Landlord



Cattle on the Trescony Ranch—San Lucas.

SAN LUCAS RANCHO, also known as the Trescony grant, lands originally accumulated by the father of the present holder, comprise about 32,000 acres. The great bulk of this land is farmed by well-to-do, prosperous tenants; but Mr. Trescony and sons, Julius and Albert, being of the red-blooded western type who aim at



Branding Season on the Trescony Ranch—San Lucas.

achievement, themselves farm 400 acres and retain 6000 additional, of the hilly portion, as range for vast cattle herds.

Of the acreage farmed by them, 65 acres is now in alfalfa and 15 acres more is to be immediately added, which, augmented by "dry" pasture at certain seasons, will feed 100 cows; it being the intention to start a dairy.

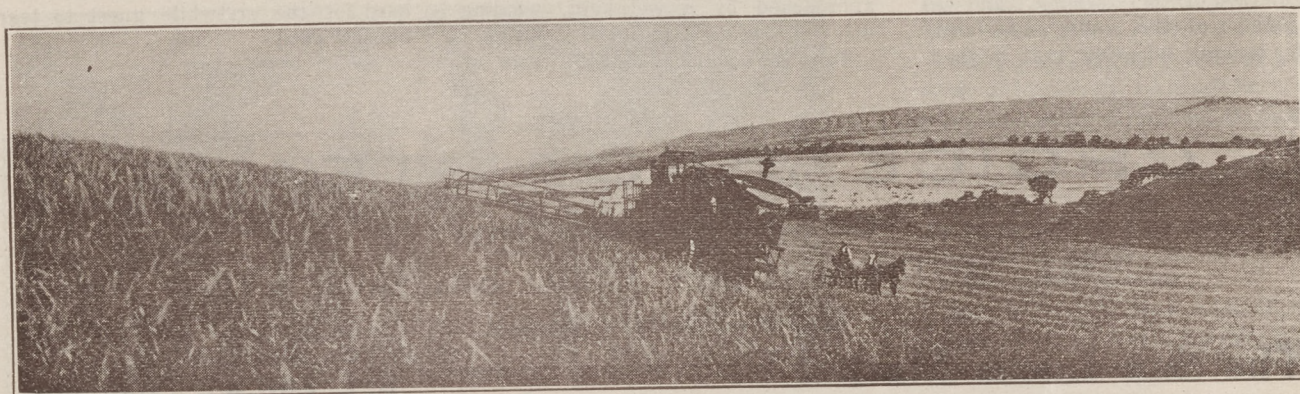
More and more of the care of the place is falling to the young men, who are both college-bred; Julius attending to the stock interest, while Albert keeps the books, looks after the tenants and oversees the pumping plant. As to the latter, he is a genius at getting results. One large engine that had been installed was taken out by his direction because it consumed too

much oil. He now has a Western engine of 90-horse-power that pumps 5000 gallons per minute at a total expense of 35c per hour. Albert is an enthusiast over machinery. He has nine wells connected, the lift being 40 feet.

The Trescony blooded stock—race horses, cattle and sheep—are known all over the state, and Julius Trescony, Jr., in this department is as eagerly



Harvesting on Trescony Ranch—San Lucas—the Old Way.



Harvesting Scene, Trescony Ranch—San Lucas—the New Way.



Starting out for Rodeo—Trescony Ranch—San Lucas.

enthusiastic as his brother in his specialty—attending all the stock conventions in the country and riding at every rodeo.

To Mr. Trescony's foresight, a few years ago, is largely due the extraor-

They say themselves that they "felt like quitting," at first, but now would quit if they were not accorded the great privilege of allowing half their land to lie idle—having experienced the splendid results.

Mrs. Trescony: Inside a vine-covered enclosure the spacious, rambling, well-built adobe house and servants quarters, covered with flowers, and walks trellised with grapevines almost resembling a "labyrinth of a park," forma



Irrigating Ditch—Water Pumped from Wells on Trescony Ranch—San Lucas.

dinary success of his tenants. This landlord had recognized the value of retained moisture by the summer fallow method of "dry-farming," and was the pioneer of this valley in insisting on his tenants adopting that method.

The home-site of the Trescony San Lucas rancho is ideal, nestling in a little flat up a canyon in the foothills, approached by a well-kept, winding driveway through the hills.

This shows the exquisite taste of

picture of cool, delicious comfort. This, the unaffected manner and delightful hospitality of the Tresconys, makes it hard for the erstwhile guest to tear himself away.

CHOICE JUICY STEAKS

Cut From Fat Young Steers

PORK, MUTTON, HAMS, LARD, SAUSAGE, ETC.

This is a Sanitary Market

The San Lucas Market

R. L. EMLAY, Proprietor

Thomas Ross, Renter

THOS. ROSS came onto the Trescony grant twenty-five years ago as a renter. He farms 1200 acres to grain. He had various "ups and

dairymen who irrigate, and a very few like Tom Ross, who farm big areas with intelligence. Feed had become awfully scarce and high-priced by hay-

ing time, and the only feed was grown on the summer-fallowed land. Mr. Ross cut 800 tons on his of as fine barley hay as was ever shipped out of



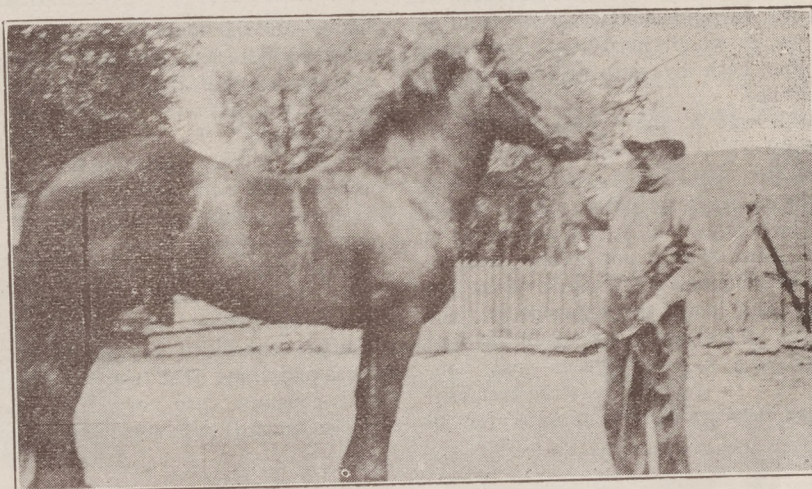
Hauling Hay with a Caterpillar from Trescon's to San Lucas.

downs"—"ups" in seasons when the rainfall came in right quantities and were distributed favorably throughout the season—"downs" always coming with the dry years until seven years ago.

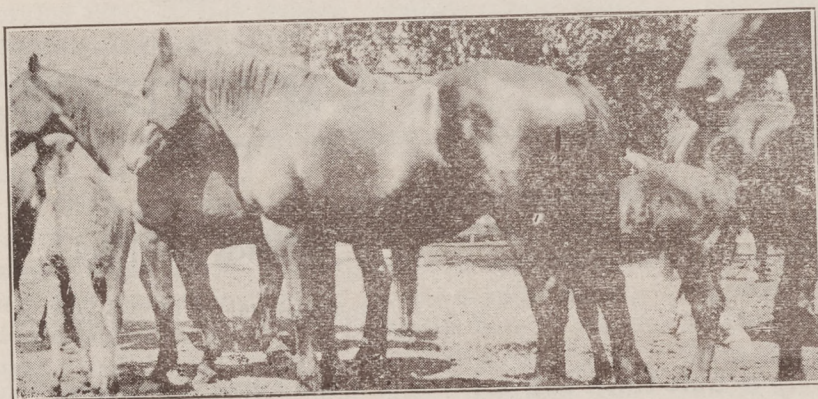
But in 1908, long-headed Tom figured out that half as much land, producing ALL the time, would pay much better than all of it when the fickle weather had to be reckoned with. Accordingly he began to summer-fallow. Since then he has gone ahead steadily.

Last year he threshed 10,000 sacks of barley, and this (he's half through at this writing) he expects 16,000 sacks—32,000 bushels.

Two years ago the Salines Valley experienced a dry year, in which the men not hurt were the orchardists and



Pedigree Percheron Stallion—Tom Ross, San Lucas.



Brood Mares and Colts—Tom Ross, San Lucas.

the valley, getting a price on which he "had no kick," as he expressed himself.

The pictures shown herewith are of some of his horses, on which he makes good side money, as also from thoroughbred hogs.

The grain on the Tom Ross place, as well as that on many other places in the neighborhood, is cut with Mr. Ross' combined harvester, operated with his own caterpillar tractor.

Mr. Ross, postoffice address San Lucas, Cal., will reply to queries addressed to him concerning this section.

County Supervisor William P. Casey

TENANT FARMER AND LAND OWNER

WILLIAM P. CASEY has made an enviable record in this county, both as a farmer and politically. For twenty-two years he has been a tenant on the San Lucas rancho, farming 1100 acres and raising enormous crops in the good years while sharing disappointments with all Salinas Valley farmers in the occasional "lean" years. Like Tom Ross, he has learned the value of summer-fallowing, and this year has reserved 250 acres for that purpose. This year he had between 700 and 800 acres in grain and about 100 in hay. He also farms between 800 and 900 acres on the Brandenstein ranch, and 250 acres on his own place in Long Valley—expecting to market 20,000 sacks or better.

But the supervisor is enthusiastic over his Long Valley acquisition, 1560 acres purchased with the proceeds of tenant farming, including 200 head of cattle, to which herd he is constantly adding, both by natural increase and purchase.

1913 was a "dry" year, which put farm work at a standstill. Mr. Casey took the opportunity to sink some test wells on his Long Valley ranch, where several friends informed him water in any quantity did not exist. Despite the great quantity of free advice to not waste his coin, the supervisor went ahead. Five wells were sunk 35 feet apart—30½ feet to water—and connected. In that dry year the test produced 500 gallons a minute for 48



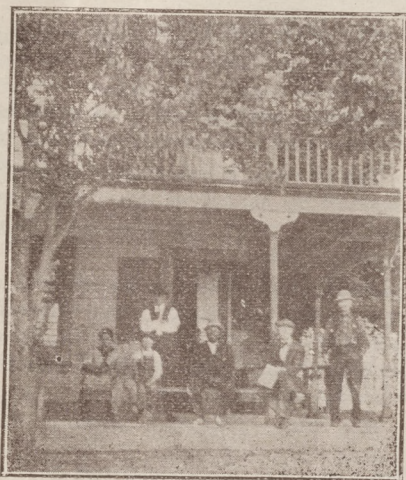
Supervisor Casey Silences Doubting Thomases as to Water Supply in Long Valley.

hours—and the doubting Thomases were silenced. He has put in a reservoir system that will irrigate 100 acres and by a slight lift will bring another 100 acres under. He has just purchased and will shortly install a Western engine, of the same design that Albert Trescony, mentioned in another article, gets great results from.

Supervisor Casey lives in a house that spells "comfy" in every room and in the garden, from which the sun is almost secluded by the ornamental trees and vines that show the skillful and constant care of Mrs. Casey, whose tactful but vivacious tempera-

ment and charm of manner have contributed their share to the supervisor's success.

Mr. Casey is serving the people of the Fourth district his third term as supervisor, having won easily though against good men in every contest. He was made chairman of the board in his second term. Like his confrere, Supervisor Talbott, he is ever watchful of the interests of the people of his district and does his duty as he sees it, pleasant or otherwise, in a sturdy, straightforward manner. He will answer queries addressed to him at San Lucas, concerning this section.



Section Pleasant View Hotel, San Lucas

Transients and Regular Boarders

PLEASANT VIEW HOTEL

San Lucas, California

MRS. MAUD GOULDEN, Prop.

An Up-to-Date Hotel in Every
Particular

Soft Drinks

Cigars and

Tobacco

H. M. MADSON

Proprietor

Billiards and Pool

Tonsorial Parlor in Connection

San Lucas, California

∴ KING CITY ∴

WE quote from the last chamber of commerce folder, which was issued less than three months ago. This document was carefully compiled and sticks to absolute facts, the truth about this locality being so flattering that it seems beyond belief that it took so many years for development such as is now under way to begin:



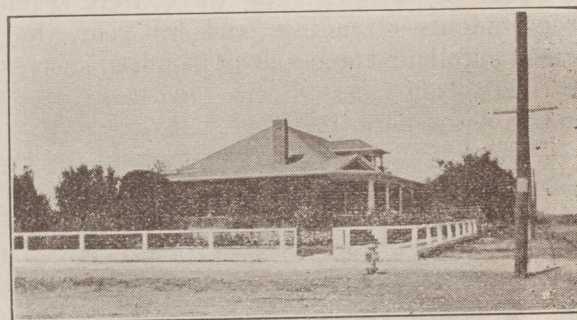
Scene on Broadway, King City.

"King City is the largest, and the only incorporated city, in this section. Comparatively few years ago it consisted of a few ramshackle wooden buildings situated on each side of a "main street" which was a mud hole in the rainy season, and from which arose a stifling cloud of dust in the summer time.

"But a few years ago there was an awakening, due to the introduction of irrigation in the valley, better service in the matter of transportation, and prospecting for oil by the Standard and other companies, King City being the base of supplies. In February, 1911, it was incorporated as a city of the sixth class, and now "The City of King," which is the municipal name for King

City, is one of the live wires of the state when it comes to civic pride and progress. The old-time "main street" has been converted into a macadamized street along which, in place of many of the ramshackle buildings, have grown up substantial structures of brick or concrete. This street is now bordered on each side by concrete sidewalk, built on official grade, and in many places the building of concrete sidewalk has extended into the residence district. Where, in the good old days hung heavily at night time the cloud of darkness, relieved only by the occasional dim light of the coal oil wick, there are now clusters of brilliant Maz-das, whose presence alone is an unmistakable sign of progress.

"In addition to the marked improvement of the main business street during the past few years, numerous homes, a type of which is shown in photo engraving, have sprung into existence.



Typical King City Residence.

Recently a number of cottages have been built for rental purposes, in all of which instances the same have been rented before they were completed. There is not a vacant house in town. King City has two of the best appointed hotels of their size

in the state; a bank; two large department stores, employing from twelve to fifteen persons in each; two live newspapers and printing establishments; two garages; two theatres; two meat markets; two jewelers, and numerous smaller establishments.

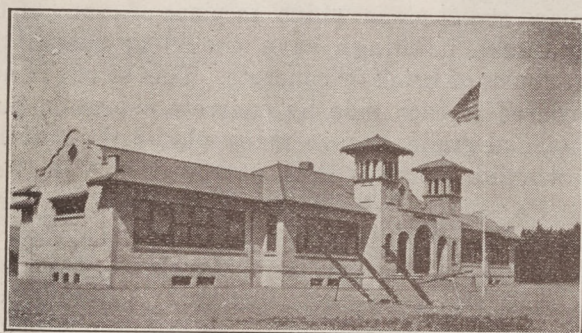
"King City has three churches—the Baptist, Episcopal and Catholic—each denomination having its own building.

"Educational advantages here are of the best, as there is a grammar school having five teachers, now held in the new concrete grammar school building, erected two years ago at a cost of \$20,000. Four years ago King City succeeded in getting a county high school located here. The first year it was opened in temporary quarters with rather small attendance, but it is now held in

sands of sacks of barley, has been partially put under irrigation, and is on the market in tracts as small as forty acres.



Some Sugar Beets and Things Grown near King City.



\$20,000 Grammar School, King City.

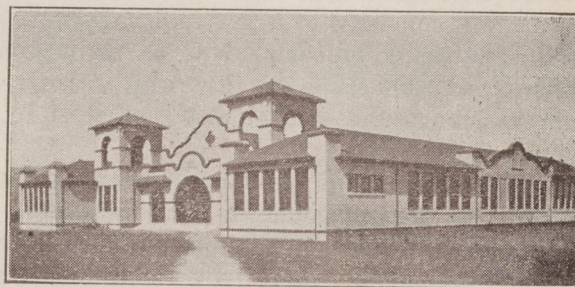
a commodious new structure, finished for the opening of school last year, at a cost of \$30,000. It is located on a six-acre tract of land, and is within the corporate limits of the city. Last year—the third year of its existence—there were seventy-three students attending, and last year, the increased enrollment and the pronounced success of the institution caused an increase in the number of teachers from four to six.

"The Salinas Valley at this point is about eight miles wide, hence, King City is in the center of a large irrigable acreage. During the past two years the Coburn tract, located just north of the city, has been subdivided and put under irrigation, and is fast becoming the comfortable home of a colony of prosperous dairymen, as a number of buildings have already been erected, more are now being built and still more are contemplated. What was formerly the Orcutt ranch, located just outside of the city, and growing every year thou-

"King City is the logical business center of an area embracing Priest Valley, thirty-five miles eastwardly, and extending westwardly to the Pacific Coast, a distance of fifty miles.

"Range land values in this district are from \$5 to \$20 per acre. Farm and dairy land which is irrigable or under irrigation is obtainable at from \$50 to \$300 per acre, owing to locality. The Coburn tract, above mentioned, was sold at from \$200 to \$250 per acre including water right. City lots in King City may be had in the residence portion for from \$100 to \$400, the lots generally being 50x150 feet. Business lots may be purchased at from \$500 to \$2000, depending upon proximity to the business center.

"There is a good opening now in King City for a steam laundry and an ice plant."



\$30,000 High School, King City.

Supervisor Paul Talbott, Tenant Farmer

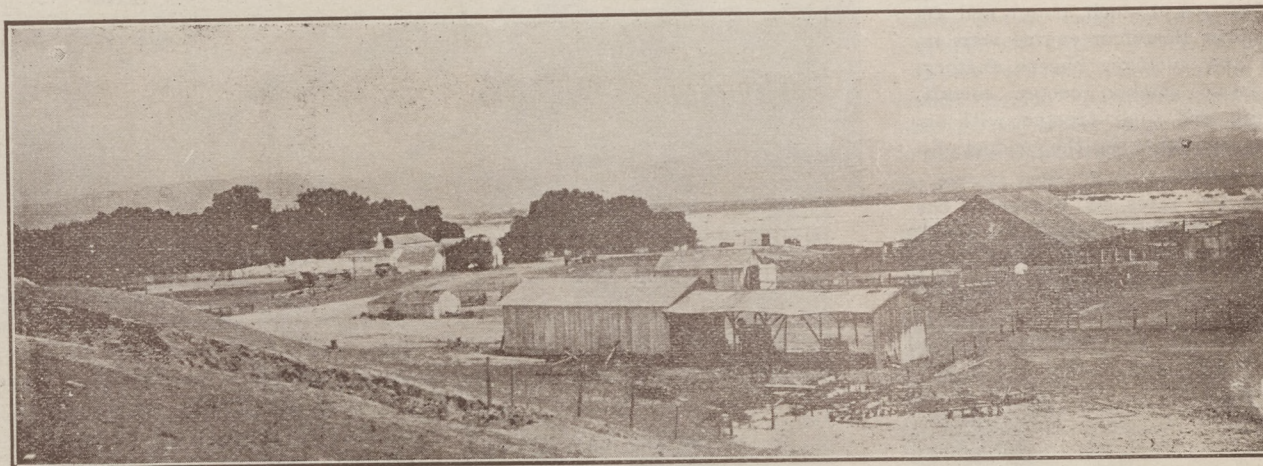
THIS picture shows the yard and outbuildings at the home of County Supervisor and Mrs. Paul Talbott, their cozy house, with its flower-bordered walks, being hidden in the trees. The house is picturesquely located under a hill on the river bank. Besides the barns and graneries there are a two-machine garage, small orchard, garden and everything that makes home on the farm an enjoyable place to live.

This home is the La Posa Rancho, on

Only moderate means, to become tenants on some of the many large holdings in Monterey county. Supervisor Talbott is a progressive official, always found on the right side of public questions, and is serving his third term as the Third District's lawmaker on the county board. During his incumbency he has done much for his home town, securing (before town incorporation) a \$7000 macadamized street and substantially demonstrating his faith in its future by the erection of a concrete

his district, and has achieved everything that an official in his very important position should try for.

His worthy helpmeet, while that, in the truest sense of the word, is a lady of culture and prominent in the county's social affairs. She instituted La Posa Chapter No. 282. O. E. S., in King City, of which she was the first Matron; is Chairman of the Woman's Auxiliary, P. P. I. E., Chairman of the Chamber of Commerce Committee for the organization of a King City civic



Home of Supervisor Talbott, King City—Home Hidden Among the Trees.

the 14,000-acre William Dunphy Estate, of which the Supervisor farms to barley, wheat and hay, 4500 acres. His annual rental cost is one-fourth the entire crop harvested. Of course, some years are better than others, dependent on the seasonal rainfall. One season, a few years ago, he netted \$35,000 for his share.

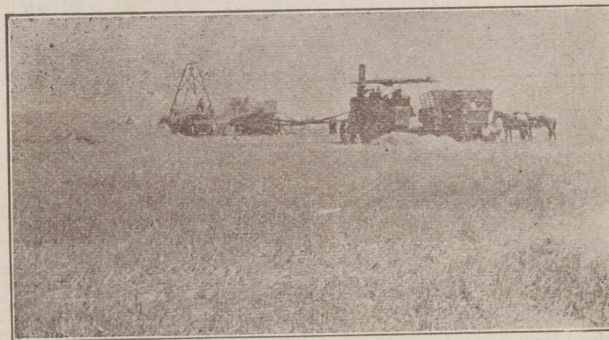
The accompanying view shows one of his threshing outfits at work. It and another, half a mile away, are winding up this year's threshing as this article is being written, and strings of six, eight and ten-horse teams line the road for eight miles to King City, hauling the crop of 50,000 sacks (100,000 bushels) to market. He also has 300 acres of wheat that will go about fifteen sacks per acre.

Tenant farming on such a scale is "big business," and the many engaged in it in this valley—where they apply business methods as do Supervisors Talbott and Casey, Thomas Ross and dozens of others—can retire with a competency at almost any time they fell disposed. There are opportunities every season for the right men, with

block in which is located The Rustler Printery, the Falkenberg grocery, the Brandt & Steglisch garage—with professionals in offices and families in flats overhead—beside a number of modern bungalows on his homesite city property. He was strongly instru-

club, and notwithstanding her exceedingly busy life, has raised a good-sized family who are all now happily married and well-to-do.

There is talk of the Dunphy ranch being subdivided, and if this happens it is the intention of the Talbotts to



Paul Talbott's Thresher at Work.

mental in securing one of the finest county high schools—\$35,000—in the state for King City, gave his time and personal power of persuasion to a campaign for the county bond election which brings the state highway through

buy a considerable acreage surrounding their tenant home and further beautify it.

For further particulars concerning their section, write Mrs. Paul Talbott, King City, Cal.

Tom Franscioni, Retired Former

TOM FRANSCIONI, whom we left in our Irrigation Special of 1909 as a tenant on the great barley farm known as the Coburn, since sub-divided, has passed into the landlord class. After an exceptionally prosperous year as a renter he, in the winter of 1911, sold his crop, stock and farming implements and with the proceeds purchased 600 acres of the San Bernabe, known as the river bottom portion of the Walker tract, on which plenty of water is always available at a depth of 20 to 40 feet. A 10-inch pump and 60-horse power Bessemer engine were installed and cottage, cheese factory, large barn, chicken coops, corrals, wind mill and tank erected, with everything necessary for the conduct of a first-class dairy.

Of the 600 acres Mr. Franscioni has 140 under irrigation, rented to Leoni brothers, receiving from them a cash rental of \$2600 a year. The tenants



Milking Time, Leoni Bros. Dairy, on Tom Francioni Land, near King City.



Tom Franscioni Pumping Plant, near King City.

operate a dairy and themselves enjoy a sure, certain income which the occasional "dry year" cannot dent.

Besides his rentals, Mr. Franscioni enjoys a further revenue from his several safe, wise and stable local investments. He "struck" this valley in '88 with no money, coming from Mohegno, Canton de Pecino, Switzerland, where he was born.

Any farmer with good health and a capacity for work and thrift can do what Tom Franscioni has done in this county. Many of the same opportunities are still open, but growing less yearly as the big ranches are sub-divided and turned into orchards or dairies.

Mr. Franscioni will gladly answer any queries that may be addressed to him.

George F. Baldwin Lonoak

MR. BALDWIN has lived at Lonoak since May 1, 1885, and has been engaged in the blacksmith business since that date, as well as ranching on a liberal scale, growing grain and raising stock.

The residence of Mr. Baldwin is shown herewith and is the model ranch home of this section. He will gladly give information regarding his district,



Frank De Alvarez

PIONEER AND FOSSIL COLLECTOR

FOR fifty splendid years Frank De Alvarez has lived in the Bitterwater Valley and is the oldest settler now living there, as well as the first settler in that district of San Benito County.

Mr. De Alvarez was born in the city of Chihuahua, Mexico, April 3, 1849, and is of Spanish and French parentage. When but a child he was taken to St. Louis, Mo., by an uncle, Carl

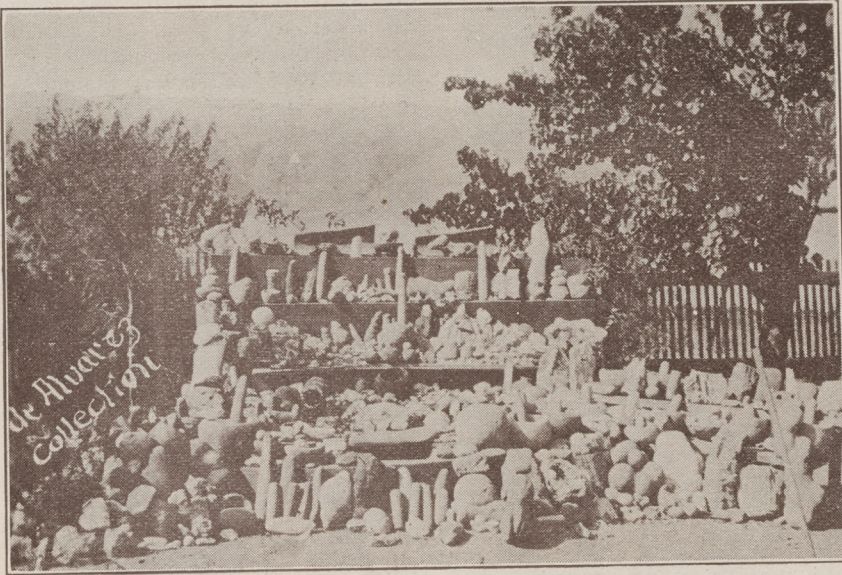
engaged in the sheep business in California, to Manzanillo, Mexico, where they remained but one week because of the extreme heat. From Manzanillo they took the steamer Uncle Sam to San Francisco, where they arrived after a tempestuous voyage of eight days. They remained at San Francisco two weeks and then went to Gilroy, where Mr. Tully made his headquarters, he having driven a band of sheep from

ful, until the successive dry seasons occurring in the 80's, which crippled every stockman in Monterey and San Benito counties.

Mr. De Alvarez was married in 1872 to Miss Mary Yager, a young German girl, recently arrived in Gilroy direct from the old country. To them were born seven children, three of whom are still living: George De Alvarez, the eldest who farms the home ranch; Mrs. Minnie Ricard of Watsonville, and Mrs. Elizabeth Gormley of Los Angeles.

The Tullys and Mr. De Alvarez were the first settlers in the Bitterwater Valley, and in those days the nearest postoffice was at Gilroy, 65 miles away.

In 1892 Mr. De Alvarez took up government land in the Bitterwater Valley, near Lonoak, where he now lives, and he and his children own 1500 acres. He has always been engaged in the stock



Huston, and left there in care of Glasgow Brothers, tobacco merchants. This was because of the troublesome times in Mexico, then at war with Spain. From St. Louis he was later returned to Mexico in charge of a guardian named Mike Carroll. A short time after that he accompanied his sister and her husband, E. C. Tully, who was

New Mexico to Gilroy and then returned for his family. They lived at Gilroy for five years and in the fall of 1860 Mr. Tully took up land in the Bitterwater Valley.

In 1866, when Mr. De Alvarez was fifteen years of age, Mr. Tully gave him a band of sheep and he began business for himself and was very success-



George De Alvarez and Pet Fawn.

business and may be termed a successful man. The past eight years he has lived a life of retirement, enjoying the fruits of his industry.

For twenty-three years Mr. De Alvarez has found great pleasure in the collection of geological specimens and other curios, and is the possessor of a collection that attracts the attention of scientists of world renown. He refused an offer of \$3500 cash for the collection several years ago and since that time has more than doubled the exhibit, and he never fails to acquire, by purchase or otherwise, any fossil that may appeal to him as a valuable addition to his collection. He keeps a record of all visitors, whom he requests to register, and among the names may be found those of persons from many states, as well as the name of a Chinese Prince who once visited this country.



F. Q. De Alvarez and Grandchildren—Lonoak.

Joaquin Garcia

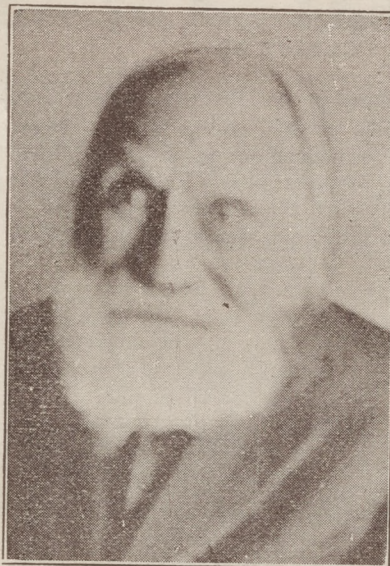
ARGONAUT

LEWIS CREEK

ONE of the few remaining argonauts who came to California in "the days of gold," usually referred to as "49ers," is Joaquin Garcia, who, at the age of 89 years, is still hale and hearty and lives with his youngest son, Elec Garcia, at the beautiful home place on Lewis Creek.

Senor Garcia first came to California from Mexico in the early fifties, braving dangers of desert travel and Apache Indian raids. He made three trips to California within a period of eight years. Space will not permit the many thrilling stories of experiences and hazards of these journeys. People of the present day can scarcely conceive the hardships endured in journeys overland with pack train and camp outfit, through regions inhabited only by venomous reptiles, lizzards and horned toads, and where distances between water holes were often two days' and nights' travel, and if the directions were lost, it meant death; and dead men and horses were frequently encountered who had succumbed to the grim death of the desert.

Senor Garcia made the first two trips as a gold seeker, but aside from a few small "pockets," he never prospered greatly in that direction, so turned his attention to stock-raising and truck gardening, selling his produce to the mining camps from his



Joaquin Garcia, Argonaut
Lewis Creek.

ranch in Merced county, where he first settled with his family, whom he brought from Mexico on his last trip.

During many years of apparent fortune and success as a stockman, from 1858 to 1871, Senior Garcia also experienced reverses, owing to the many dry seasons that prevailed in the San Joaquin Valley, which left him without even a horse to ride; besides, the unhealthy climate there had caused the death in early youth of four of his children. He removed in that year to Monterey county and took up a government claim, where he has resided ever since, made a comfortable living, has never known want, and may be said to have gained a competence.

In 1877 Senor Garcia was further bereaved by the death of his faithful wife, mother of twelve children, who left to his care four very young boys, the eldest daughters having married and settled in homes of their own. At that time Elec Garcia, the youngest,



Residence of Elec Garcia, Lewis Creek.



Orchard of Elec Garcia, Lewis Creek.

was not quite four years of age. Albert Garcia, now a well-known King City business man, was about seven, R. B. Garcia, now a Fresno county rancher, was ten, and Trinidad L. Garcia, deceased, fifteen years of age.

Of the twelve children born to Senor Garcia the three boys above mentioned, Elec, Albert and R. B., are the sole survivors, but his grandchildren number twelve and there are as many great grandchildren.

Senor Garcia has always been highly respected by his neighbors, among whom he is the only surviving first settler. He was born August 16, 1826, at Puebla Sahuaripa, Sonora, Mexico.

Steven Dedini, Retired Farmer

STEVEN DEDINI came from Switzerland, of which country he is a native, to Santa Cruz in 1873, where he worked nine years as a dairy hand. He removed to Salinas in 1882, where he rented 3000 acres of the Jacks land, part of which was given over to

twenty-four years longer, also raising, buying and selling beef cattle. In 1911 he sold out and removed to King City, purchasied the Carlson ranch of 3100 acres near town. This he greatly improved, and is still adding improvements, though it is used as a rental

Store, King City; Farmers' Mercantile Store, Salinas, and the Hernandez Quicksilver Mining Company. It has been his privilege to enjoy excellent health and he believes this climate to be healthful to an unusual degree. In addition, judging from his own experience, he believes the county offers to men of industrious habits exceptional advantages for earning a livelihood.

Miss Roumilda is very progressive, taking great interest in all matters pertaining to civic improvement and county upbuilding. Communications



The Steve Dedini Home, King City.

dairying in partnership with Peter Morasci, a fellow toiler during the Santa Cruz wage-working days. The partnership lasted six years and was prosperous all through that period. Then Mr. Morasci withdrew from the firm and later came to King City, where he is now an honored councilman, retired from active business.

Mr. Dedini continued the dairy for

property, furnishing a fine income on the investment. He also owns the beautiful town home herewith shown, and is taking life comfortably with his two children, Miss Romilda and Gratley Dedini.

Other paying investments of this capable business man are stock in the First National and Salinas Savings banks of Salinas; H-A-F Department



Harvest Scene on the Carlson Ranch Owned by Steve Dedini.

addressed to her as to lands, their products and price, will be promptly answered.

James Bengard, Lewis Creek Cattle King



Residence of James Bengard—Priest Valley.

ONE of the best known stockmen in Monterey county is James Bengard, whose magnificent home on Lewis Creek, 23 miles from King

City, is a testimony of years of thrift.

Mr. Bengard came to this country direct from Denmark, where he was born, and arrived at Monterey in June, 1872, at the age of eighteen, with the magnificent capital of "four bits." From Monterey he came to the Salinas Valley and secured work in a harvest field and worked about, at farm work, until 1876, when he settled on Lewis Creek and began raising cattle and hogs, in which industry he has been engaged ever since, at the same place, and is the owner of several thousand acres of land, the most beautiful ranch residence and best farm buildings in Monterey County. Here he is supremely happy in his married life, and is the father of two daughters and two sons.

F. Burchard, Farmer Capitalist

F. BURCHARD is a native of Germany who spent his first five years, after leaving the Fatherland, in Australia. Then he migrated to the United States, landing on this coast at San Francisco in 1870, with a total capital of \$5. He took a job herding sheep and saved all his wages for two years; then, in partnership with his brother, bought a bunch of sheep and settled on adjoining 160's that the brothers had taken up near Gonzales.

In 1876 the Burchard brothers sold the possessory rights to their land and moved their rapidly growing flock—now containing 750 sheep—to King City, leasing a strip of the San Bernabe ranch. Two years later they bought from a Mr. Butterfield his possessory rights to lands on San Lorenzo creek four and one-half miles northeast from King City. This was unsurveyed government land for which, in due time, deed was secured.

The band of sheep increased to 3000, at which number it was maintained, the increase and fleece furnishing a good income.

But along in '83 wool went way down and the brothers sold their sheep, going in for stock raising and barley and wheat growing, which proved very profitable until, in the '90's, a series of



Home Ranch of Fred Burchard.

dry years caused a loss of all their savings and brought heavy indebtedness, instead.

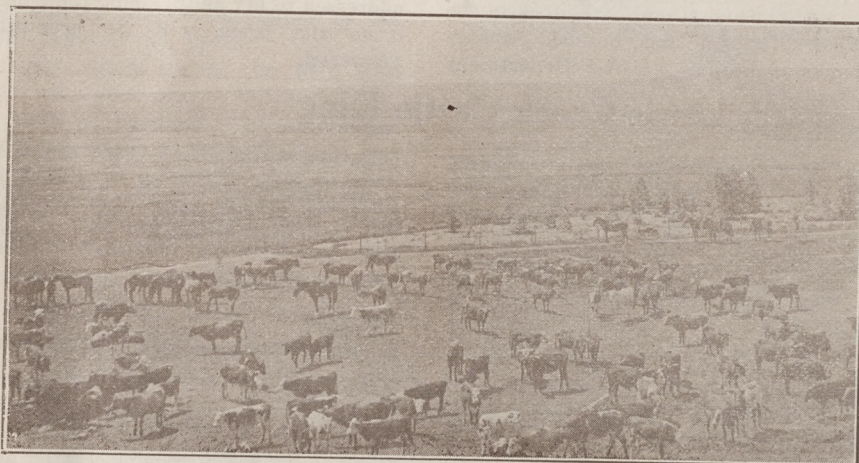
The brothers dissolved partnership, Fred Burchard "staying with the ship." The drouth period would have meant "break" for him, only that he had ac-

quired a fine reputation for honesty along with that for thrift, and was therefore extended plenty of credit by men who felt that the years of drouth would be followed by years of plenty.

Their judgment was not misplaced, and in the years that followed he had bumper crops, receiving high prices; paid his debts and began banking money—a pleasant process that has continued without break down to the present day—being now accounted one of our "best fixed" farmers, with many paying investments aside from his home farming operations.

A. Burchard, his brother, is now a very prosperous rancher at San Lucas. Both of the brothers married and raised families—Fred, the subject of this article, owning one of the finest homes in King City.

Mr. Burchard is a public-spirited citizen, a worker for the best interests of his locality, and will cheerfully reply to inquiries concerning lands, their value, and farming conditions generally hereabout.



The Rodeo, Burchard Ranch.

The San Bernabe, One of the Original Large Holdings

Borders King City's Southern Limits---Now Breaking Up
Into Small Farms.

THE SAN BERNABE was one of the original big grants that adjoined the San Lorenzo at its southern boundary, King City being situated on the line on the San Lorenzo side. Like the other great grants, its disintegration began in large divisions when the Coopers let go, some ten years since.

One of these divisions, on the east side of the Salinas river, owned by the Oxnard Investment Company, is surveyed in small subdivisions. The Company has installed a pump plant near the center and is using a 150 h. p. motor, the juice being cheaply furnished by the subsidiary, which traverses the Salinas Valley, of a great power and light company. Water from five connected wells is present in inexhaustible quantity, at a depth of 20 feet, and is pumped at the rate of 5,250 gallons per minute, which is turned into the ditch in a 16-inch stream. There are about



Rye Does Well Near King City.

3,000 acres, bottom and bench land, in this subdivision of the San Bernabe. The Oxnard Investment Company's address is Oxnard, Cal.



Berkshires With Three-day-old Sucklings.

Two other divisions of the San Bernabe are owned by Thos. Doud of Monterey, who farms mostly to barley, raises considerable stock, and conducts a dairy.

The dairy is on the west side of the river, on the bottom land, where about 75 acres is devoted to alfalfa---irrigated by pumping---the lift being but a few feet.

The accompanying pictures of a rye field and a happy family of Berkshires were snapped by the The Rustler artist on the Doud property west of the Salinas River. Rye in this section was

such an unusual sight, and the crop so abundant, that that Mr. Joseph Castro, the tenant, was asked about it. He said it was planted to be used for fattening the hogs and served the purpose admirably. Rye grows to a heavy crop here.

Anton and John Badasci, Dairymen---Coburn Tract

THE story of three Swiss, Anton Badasci, Steve Dedini and Peter Marosci, if written by a novelist, would make an entrancing romance. All three are brothers-in-law—arrived in this country about the same time many years ago, and are now all well off, retired from business and taking life easy. Of the other two we have already written:

Anton Badasci came to this county 35 years ago, worked for wages a few years and then entered the dairy business as a renter on the Somavia ranch near Gonzales. In '86 he married Miss Dotta of Gonzales, and to them two children, John and Lucille were born, and have been given a fine education.

His dairy operations were always successful and in 1890 he bought the Graves ranch of 337 acres, which he put under irrigation, partly from the Gonzales ditch and partly from a pumping plant installed by himself. A few years ago he purchased a beautiful home in San Jose, to which he retired with his family, and two years since



The Badasci Pumping Plant.

bought from C. H. Widemann, in the Coburn tract near King City, 200 acres of as rich bottom land "as lays out

doors." Here he put in his own pump plant (lift anywhere in the Coburn 10 to 30 feet for unlimited water), seeded to alfalfa, stocked up with 125 Holsteins and turned the business over to his son John (who recently had married one of King City's most charming daughters—Miss Rose Morasci.) Eighty of the cows, on an average, are being milked, and the output is twelve 25-lb. cheeses per day. There is also a big income from calves and hogs—an important branch of the dairy business.

Mr. Anton Badasci is accounted the wealthiest Swiss in Monterey county. Communications as to the dairy industry will be cheerfully answered by Mr. or Mrs. John Badasci, King City.



The Badasci Ranch Buildings on the Coburn near King City.

Orin Thomas Wheeler, Renter

TOM WHEELER was a teamster near Fort Custer in the Black Hills country in the early 80's. He came to California in '97, following his vocation of teaming in the Santa Cruz mountains—packing mules for the Hihu Company during 1902, doing similar service for the California Timber Co. the previous year. In 1903 he bought a six-horse team of his own and did a good business hauling tanbark, shakes, lumber, posts, etc., for two years, when he came to the Salinas valley.

In 1905 Mr. Wheeler located on the Henry Greenleaf ranch, Long Valley, as a renter, where he remained for

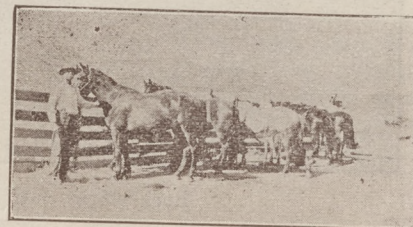
three years, then came to the "Minnie Goosline" tract of 803½ acres on the

of yearling heifers. He planted a crop of barley on 200 acres the first year,



A Bunch of Tom Wheeler's Calves.

Andy Copley place in Wild Horse Canyon. Here he purchased sixteen head



Some More Wheeler Stock.

which yielded heavily and netted him a handsome profit, and that start, without further farming, has given him two

very heavy crops of "volunteer" hay.

The original seventeen heifers furnished the nucleus for his present fine band of eighty-nine head of mature cattle and the beautiful bunch of calves presented in this article; while sales from the herd during a "dry year" tided him safely over the "hard times." The stock is mostly all dairy breeds; but instead of conducting a dairy Mr. Wheeler raises milk cows and beef steers for the market, realizing handsome profits.

Tom Wheeler can't resist the early teaming instinct, however, and this season is out with his "string of ten" hauling grain from the Dunphy ranch to the S. P. Milling Co. warehouse in King City. He makes enough this way to avoid heavy sales of cattle, for which he has abundant pasture—and

the herd kept so nearly intact are rapidly developing for him a fortune. He pays cash rental for the farm.

For information concerning this section and industry, write Mr. Wheeler, address, King City, Cal.



Tom Wheeler's "String of Ten."



E. P. Bengard's Home and Children—Lonoak.

Ernest P. Bengard

Lewis Creek

MR. BENGARD has lived in Monterey county since the age of 14, at which time he arrived direct from Denmark in the year 1882. Here he made his home with his uncle, James Bengard, and for a number of years attended school in Priest Valley. Later he entered the employ of Miller & Lux at the Peach Tree ranch, where he remained for nine years; then married and began farming operations for himself and has been eminently successful.

Mr. Bengard is prominent in his community and is the roadmaster in his district. He will gladly answer any questions regarding his section of the county if stamp is enclosed.



Bitumen Mine on J. L. Matthews' Range—On the Topo.

Angelo Pozzi

DAIRY OWNER

Coburn Tract

ANGELO POZZI is a native of Picino, Switzerland, who came to America to carve out his destiny with no capital beyond a fine physique and the laudable ambition to work his way up. After working and saving for three and a half years in Watsonville, he rented land and conducted a dairy for eleven years near Gonzales.

Two years ago, when C. H. Widemann purchased and subdivided the



Holstein Stock on Coburn Tract, Near King City.



Angelo Pozzi—Irrigating Alfalfa.

vast Coburn acres five miles north of King City, Mr. Pozzi was among the number who bought there, securing 200 acres, which is now in alfalfa, under a pumping plant which he, with a neighbor, own and operate as partners. He has here 150 Holsteins and operates a flourishing cheese factory. He still retains a half interest with his brother in the 1400 acres at Gonzales, 310 acres of which is in alfalfa under irrigation. It, also, is a dairy ranch.

Mr. Pozzi, though but 31 years old, is accounted well fixed with this world's goods, and his happy home is blessed with a charming wife and two small boys. He will answer inquiries as to land quality, prices, etc.

MALARIA---A word shunned by compilers of agricultural lands literature in many localities.

ABSOLUTELY NO MALARIA in the Salinas Valley. No bulk sales of quinine in the drug stores of the Salinas Valley. ❀ ❀ ❀ ❀ ❀ ❀

J. L. Matthews, Ex-Sheriff, Stockman, Capitalist

Rancho Cañada de San Lorenzo

THE group picture shown in this article was taken on the steps of the beautiful country home of John L. Matthews. It represents some wealth. Left to right the men are: 1. William Cotton, head of the purchasing department of the Western Meat Company; 2. Mr. Swift of Swift & Company, Packers, Chicago; 3. Mr. Matthews himself; 4. John Eckhert, one of the high officials of the Standard Oil Company (There is oil on the Matthews lands); 5. Col. Carter, one of Standard Oil's heaviest stock holders.

The hospitable home of Mr. and Mrs. Matthews is on their Rancho Cañada de San Lorenzo, which comprises about 58,000 acres, divided as follows: Fifty-two thousand acres in the home ranch extending southerly from the Bitterwater road, and 6000 on the Topo. This is all good grazing and farming land, and parts of it are noted for



Some Wealth Represented Here.

located by Homer Hamlin of the U. S. Geological and Geodetic Survey in 1900.

The family comprises Mr. and Mrs. J. L. Matthews and children, Master Jack, Miss Jeane and little Rosalind.

Mr. Matthews was twice elected Sheriff of this county, serving from '94 to 1900. While in office he had some thrilling experiences with desperadoes, with whom he sometimes took desperate chances in the discharge of his duty. To cite an instance: He received a wire from Sheriff Ballou of San Luis Obispo that Cummings, the Lone Train Robber, was in a box car bound north. Ballou warned: "Look out; he is a bad man and armed to the teeth!" Matthews got his man in King City in this wise: Standing before the end door of the car with a sawed off Winchester, he had Under Sheriff Bill Nesbitt yank the door open. The moment it slid on its track Cummings, standing ready, let drive with a pair of fives but missed. Matthews was on the trigger simultaneously, with the

result that he had a prisoner who cost the county only for funeral expenses. Mr. Matthews is now a retired capitalist,



Ready for the Rodeo—Matthews Topo Range.

mineral products—gypsum, bitumen and granite being found in large quantities. Near the home is the magnificent damsite on the San Lorenzo,



Motherly Mare Raises Calf for the Ex-Sheriff.

ist, with heavy cattle interests and is constantly increasing his fortune by shrewd investments.

IN THE SALINAS VALLEY—Average winter temperature 54 degrees; average summer temperature 67 degrees; average annual rainfall (King City) covering a period of 22 years, 11.08 inches. * * * * *

::

GREENFIELD

::

PAST, PRESENT AND FUTURE—By J. B. Curtis.

"Too low they build who build
beneath the stars."

LITERALLY this is not true, but spiritually it is. We are all placed here for a great purpose. A part of our work is to beautify and adorn this planet, to create beautiful homes and surroundings and to develop Nature's resources; the other part is to climb to the mountain tops of mentality and spiritual consciousness and then—hook our ladders to the stars. Everything in the physical has its correspondent in the spiritual. Everything in the outer or material life and world is but a symbol of the inner or spiritual life and world. And it is only as we seek the inner first, that we get courage and faith to overcome all obstacles in the outer and enjoy to the fullest extent this world of things.

Ten years ago a little band of determined pilgrims, poor in purse but rich in the faith that makes all things possible and full of the courage that flags not before its ideals, pitched their tents among the sand dunes of the Arroyo Seco Ranch and started to build homes. Not a very inviting proposition was theirs: To face the howling wind, flying dust and drifting sand of the old "Three-mile Flat." But land was cheap, no taxes until deeded and plenty of time to pay for it.

The old settlers up and down the valley laughed at the proposition and called them fools for settling on that "worthless piece of land," where an old-timer would hardly stop over night unless forced to by circumstances; and then he was always sure to get away the next morning before breakfast.

Here I am reminded of a little incident which occurred one day two years after the colony was founded. I was returning from King City when I overtook a traveler. I invited him to ride. After a few rambling remarks he says:

"You are from the Three-mile Flat down here, I guess. They call it Greenfield?"

"Yes," said I, "that's where I live."

"Well," says he, "I don't want to discourage you, if you have investments there, but those folks—well they are a hard-working, earnest people, I guess, but they are up against a pretty

tough proposition. That land down there is no account. Most of those people only had about six-bits apiece when they came there, and just let one good severe drouth come like I have seen here, and they'll all starve out and have to leave."

"Well," said I, "It matters not how much money they had or may have now, I know one thing: they are brim full of energy backed up by a sublime faith, and I will put energy against dollars and cents. Energy will win out where dollars and cents will fail. Energy can make dollars and cents, but dollars and cents can never make energy."

A few days ago the agent of the Southern Pacific Milling Company at San Lucas called at my house to buy some cherries. I took him out to the orchard and we picked a bucket full of as fine Lamberts as ever grew in Santa Clara Valley from a seven-year-old tree that had 40 pounds on it this year.

"Well," says he, "I never thought ten years ago, the like of that would be here! Why we all made fun of you people—thought you were crazy. Then I could have bought land round here for \$20 an acre. Now the same land is worth from \$150 to \$500 an acre."

But to return to my story: Most of us, after making the first payment on our land and building a shack to move into out of the wind and dust, had very little if any money to go on. The question now was, what were we to do to get a living and make ends meet? Many a one of us lay awake nights studying how we could make it through. Some told us the wind blew so hard here you couldn't raise chickens; others said alfalfa, the quickest money crop, wouldn't do any good; trees were entirely out of the question and orchards, at the best, were a far off proposition. So it was starvation on the one hand and necessity on the other, and necessity won out.

We had a notion or two of our own, and no time to listen to idle talk. Men and women went to work, children hauled and carried water from the old ranch well for domestic purposes. The women raised chickens and turkeys, men dug wells, plant-

ed windbreaks, set out orchards, sowed alfalfa—and the women helped.

One of the old ranch buildings was converted into a town hall, which was used for church, school and all social gatherings. Now this is used for the Grange, shows, political meetings, etc., and we have a fine church, an elegant school building, a nice businesslike general merchandise store and postoffice, a blacksmith shop, boarding house and many fine residences—but no saloon. Nature has responded liberally to our efforts. We



Greenfield Canal.

have had no boom, but a steady and substantial development and growth.

When I contrast the conditions of eight to ten years ago with those of today—hundreds of acres of alfalfa with dairies and cheese factories, orchards loaded with delicious fruits, groves and alignments of stately gums, fragrant accacias and flower gardens on every hand; windmills in all directions spreading their white sails to the wind—it seems little less than a revelation to me. It seems as if God had spoken, and out of the desert

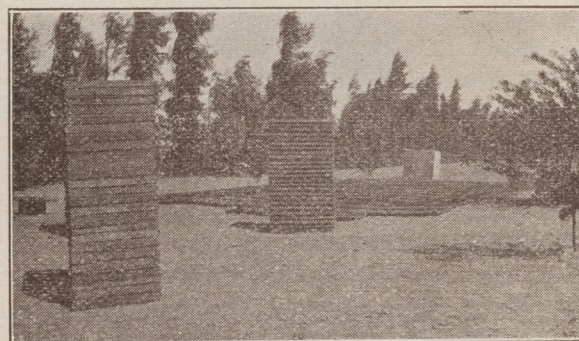
had sprung fountains of water as tho' He had touched the wilderness and transformed it into a garden.

We have one of the finest apple sections in the state. Come and see the prizes we have taken at the great California Apple Show. Apricots, almonds, olives, peaches, plums, pears, cherries and all kinds of berries grow to perfection here.

We have a good gravity water system and plenty of water for irrigating and domestic purposes at a depth of 60 to 150 feet. Most of our wells are pure soft water.

The state highway, a power line and long distance telephone pass through the center of our colony and afford us facilities for transportation and communication.

Among the old settlers who have done the most to make Greenfield what it is now are: D. M. Whiting, Fred Gardner, Byrum George, the Hazlett boys, Mr. Arundel, Mr. Hiatt, Geo. Holcomb,



Drying Peaches, Greenfield.

Messrs. Southwick, Glover and Tate—the last five are old soldiers—R. O. Bailey, Henry Moser, Geo. Yeomans, Messrs. Turner, Ford, Martin, Herbert, Tilden, Clark, Adell, W. H. Livingston, Schmidt, Hanson, Swanson, Page, Sherwin, Nelson, Beatty, Mulloy and many others.

Among the more recent comers who take a decided interest in the welfare of the colony are Geo. B. Curtis, our real estate dealer; J. D. Donovan, Secretary of the Water Board and Master of the Grange; Roy Hutchinson, who runs our mail transfer; B. G. Newell, our congenial and enterprising merchant; Curtis Anderson, our notary; the Hamiltons, Mr. and Mrs. Courtney, the latter being president of the W. C. T. U.; E. C. Hall, our gooseberry specialist; J. Pickering, Dr. Clark, Mr. Johnstone, the Giacomazzis, Francionis, Rianas and others that I do not call to memory now. And here I must acknowledge the debt of gratitude we owe Mr. Vivian and the Rustler for the

interest he has always taken in the colony and the many kind and useful words of encouragement he had for us in our early struggles. So optimistic was he in our future success, that he, too, was called with the rest of us "crank" and "visionary."

The Greenfield of today is not to be compared with the Greenfield of the future, when the thousands of acres of rich and fertile lands now brown with barley fields, that stretch away to King City and on and on to the southward and eastward to the great arches of the rising sun, shall be planted in alfalfa, vineyards and orchards, with dairies, creameries, canning factories, driers, packing houses and cold storage to prepare the products of our soil to ship through the great Panama Canal to feed the teeming millions that shall spring up on the smoking and depleted battlefields of Europe; when the waters of our

mountains shall be impounded and their canyons echo to the whirl of electric plants which shall furnish light for the towns and villages and countless farmhouses that shall dot the landscape, and power to drive the machinery of city and farm and run the car lines and truck motors that transport our people and carry our products to the seaboard ports at Monterey's northern border.



Camping on the Reliz, near Greenfield.

It may seem but little comparatively we can do, but let us aim to bring out the very best within us at all times, do the very best we can and as we press onward and upward scatter the seeds of inspiration thick by the way, so that when our part of the work shall be done and we go hence to give an account of

our stewardship, our posterity and the hundreds of immigrants from the East and the whole world shall catch our spirit and, taking up the refrain, add still greater achievements to the past, present and future of Greenfield and Salinas valley.

W. H. Livingston, Orchardist

W. H. LIVINGSTON and family were among the first to come to Greenfield, having been here now ten years. They gave their best

one of the best water rights in the state; found the dark, sandy loam from three to six feet deep, well adapted to fruit growing and alfalfa

by wind-breaks and believe the excellent health of the citizens to be partly due to the invigorating summer breeze;



The Livingston Home, Greenfield.

energy to assist in developing the place, and say of it: "We found here

culture; found the trade winds, which had been the scaraboos, easily modified



The Livingston Orchard, Greenfield.

found that flowers, ornamental trees and shrubs respond as readily to care in this section as any other and that beautiful door-yards and gardens result; found land selling in this locality at a reasonable figure; found that children could be educated here, although they must be sent away for the college education. The Great State University

is easy of access, and two high schools are located near enough for daily attendance; transportation by auto furnished by school.

"We extend an invitation to you to locate in Greenfield, where you can get

good land at most reasonable prices.

"You will have an excellent water supply at little cost.

"You will find a healthful climate, a good class of people and good schools, a church and a grange.

"You will be in a live, up-to-date community, where land is steadily increasing in value, and which is one of the best fruit and alfalfa sections in the state."

E. C. Hall, Gooseberry Specialist

MR. HALL is famed in his own community and is rapidly becoming famous throughout the state as "The Gooseberry Specialist."

and these first bushes produced such enormous quantities of fruit that he became imbued with the idea of raising gooseberries exclusively. On a busi-



E. C. Hall's Gooseberry Plantation.

The story of how Mr. Hall first thought of the gooseberry business is an interesting one. One day he was visiting a neighbor, Mr. Whiting, and in course of the conversation the question came up regarding the various fruits that would grow and produce well on the soil in that district. Mr. Hall remarked that he did not think gooseberries would grow there. Mr. Whiting told him to put on his hat and come with him. He showed Mr. Hall two hundred bushes full of fruit. He secured cuttings from Mr. Whiting

ness trip to San Francisco he incidentally looked up the market and found the prices commanded by gooseberries to exceed those of any other berry, and from the fact that a commission man told him that he had never been able to supply the demand and that gooseberries could be shipped any distance without injury or loss, he decided to devote his entire time and attention to this produce.

After three years of experience with different varieties he has selected those that he considers the best, and has an extensive nursery as well as a considerable gooseberry plantation. He has made an exhaustive study of the gooseberry and is now on the road to fortune by the means of gooseberries alone. His berries reach the first market in Los Angeles, where for the past two years they have brought twenty cents a pound, and for the past three years have sold in San Francisco for 13 and 14 cents.

Mr. Hall will gladly answer all inquiries regarding his section, especially in regard to gooseberries.



E. C. Hall Irrigating Beans.

**ASK THE
PRICE
IT IS
LOW**



Nine-year-old Bearing

APPLE ORCHARD

Fruit from this orchard took first premium at the California Apple Show at Watsonville.

SEVERAL VARIETIES--HEALTHY TREES

Fully water stocked. Reason for selling: I have two orchards—more than I can handle.

L. T. ADELL, GREENFIELD, CAL.

H. J. Moser

Who Grows Pippins, Pearmaines and Other Fruits at Greenfield, Cal.

MR. MOSER was one of the first settlers in the Greenfield colony; came here from Southern California, near Los Angeles, where he was an orange grower. He knew land when he saw it and immediately believed in the future of the district. He bought thirty acres and has brought his land to a high state of cultivation and production of fruit and alfalfa.

He says that that amount of land is more apt to produce a living, if properly cared for, than 100 acres handled in the ordinary way. His fifteen acres



Sectional View of the Moser Orchard of eight-year-old apple trees—pippins and pearmaines—produced 1300 boxes

last year and took first prize for plate display against all competitors at the Watsonville Apple Show held at San

will demonstrate that flowers also beautify.

More than thirty varieties of fruits



Mrs. H. J. Moser Takes Great Pride in Her Gardens.

Francisco last year. He considers the land here equal to that of any section of California for fruit culture, and says that it will grow anything that will grow anywhere.

Mr. and Mrs. Moser are both workers and know how to enjoy life, too. The views of their home, shown herewith,

are grown on their ranch—strawberries, dewberries, cherries, apricots, plums, peaches, nectarines, pears, etc.

They will always be glad to show people over their place and they have "the goods" to show. The Moser home is one of the show places of Greenfield.

Geo. B. Curtis

A Man Who Knows Soil Values.

MR. CURTIS became convinced that California would become his future home in the spring of 1882, when he first visited the state, but never

tis, at Greenfield. He was then living at Huron, South Dakota, where he owns 800 acres of land which is now being farmed by his son. While here in 1909 he purchased ten acres of raw land and later purchased ten acres more. He spends his winters here and

his land, ten acres of which he has planted to almonds and apricots which are now three years old and in heavy bearing. The other ten acres are planted to alfalfa, and the first two crops cut this year averaged over one ton to the acre each cutting.

It is the intention of Mr. Curtis to make his permanent home at Greenfield, and he will begin the construction of a modern residence.

Mr. Curtis says that the reason that he chose Greenfield as a place to spend the balance of his days are: "It is cool here; the people of the community are all above the average intelligence; the school and church privileges are good and last, but not least, having looked the state over, especially the southern part, I found here better land values with water rights for \$150 an acre than could be found in Southern California for \$500 an acre without water rights; as an investment it is A1. We raise the same crops here that they can there and the climatic conditions are absolutely healthy."

Mr. Curtis will be glad to answer any questions that may be asked.



Geo. Curtis' Peach Orchard.

made another visit until 1909, when he came out to see his brother, J. B. Cur-

during his visits, has devoted his time and attention to the improvement of

Walter J. Frascioni

Diversified Farming.

ONE of the most prominent and prosperous farmers in the Greenfield district is Walter J. Frascioni, who cultivates 600 acres of land two miles from the postoffice.

Mr. Frascioni is a native Californian and was born at Watsonville thirty-two years ago. His success is due entirely to his own efforts and his residence and ranch are models in every



Residence of Walter Frascioni, Greenfield



Frascioni's Alfalfa Pasture—Largest Haystack in the County

way. It is constantly being improved and brought under irrigation both from

the Greenfield canal and a private pumping plant, delivering 500 gallons

a minute, which can be increased.

He is a breeder of Holstein cattle and his dairy herd is considered one of the best in that section.

Aside from his ranch business he operates a steam threshing outfit during the harvest season and is a director of The Clark Colony Water Company.

Mr. Frascioni is a man who does things and is vitally interested in the development of his community and will at all times be pleased to answer any inquiries regarding that section. He is not in the real estate business.

Tom Rogers

Pioneer and Poet.

MR. ROGERS is a man who knows the hardships of building new country. He pioneered in Montana, just across the line from Sheridan, Wyoming, where he took up a homestead in 1892 and prospered; but on account of the disadvantages of the rigorous climate there, he sold out in 1912 and removed to Greenfield, where he had purchased land in 1910. He is a man of keen perception and fully realizes that a man is better off with less land and more water.

He is applying himself strictly to the cultivation of gooseberries, which thrive in this community, because of the cool winds and adaptability of the soil. He now has seven acres of gooseberries planted and from 1000 bushes, one year old this year, shipped 2410 pounds, netting an average price of six cents a pound above express and commission charges, realizing \$144.60, from which should be deducted \$11.75 for boxes and nails, leaving a profit of \$132.85 which is really labor income, as gooseberry bushes are not in full



Tom Rogers' Family, Greenfield

bearing until they are five years old, when they average about seven pounds per bush. His 1000 bushes occupy one and one quarter acres.

Mr. Rogers is the author of many poems and is known by the sobriquet of "The Tongue River Poet," owing to the fact that his former home in Mon-

tana was on the Tongue River.

Mr. and Mrs. Rogers are the parents of eight beautiful children and are much appreciated in the Greenfield community.

He is another man who will be glad to answer any questions regarding his section.

Eagle Wing Ranch

J. B. Curtis, Greenfield.

IT WAS ever born in me to want to do something wherever my lot was cast, if it was only to add the "widow's mite" to the general contribution box. I caught this spirit, I guess, from my parents, who built a magnificent home years ago in the wilds of Wisconsin, where I was born and raised.

What I have accomplished here during the last eight years has been done not so much for personal gain as for general results; not so much for self-interest as for an inspiration to others. What I have done all can do.

The above place was naked when I took hold of it eight years ago, except



a small house. I planted out a few flowers and the wind whipped them to death. Now in my gardens, behind my wind-breaks, I have an ideal climate summer and winter, and everything is growing that heart can wish: fruits and flowers of all kinds, berries of every description; Eldorado fruiting cactus, one hill of which one year from planting the cutting, has eighty leaves and thirty fruits on it now—beside a dozen cuttings I plucked in the spring. I have strawberries eight to ten months in the year, choice grapes of all kinds and rhubarb that yields as high as thirty-five pounds to the hill at one cutting.

My premises are filled with wild canaries that in their native freedom

The cut above is of the Curtis Vineyard; that alongside, one of many Giant Rhubarb plants in his garden. This plant yielded forty pounds, topped.



rival with their melodies their pampered cousins in the rich man's drawing room. Here only the note of a stray lark soaring by was formerly heard.

I love to see ranches named as you would name a domestic animal. I have christened mine "Eagle Wing." Some have asked me where I caught the idea. Physically, from the bracket in the front gable of my house; psychically, from the spirit of the bird, since it takes the courage, faith, and energy of the eagle to overcome the adverse conditions of life. The greatest joy of my life is the joy of going on, and the joy of helping others to go on.

J. B. CURTIS.

Wm. R. Johnstone

Apple Expert.

THE reason why Mr. Johnstone settled in Greenfield was because he knew good land when he saw it and says that "it was so wonderfully

sold for \$2000 per acre. On his first visit to Greenfield in 1908 he purchased 40 acres, merely as an investment, but after selling his orange grove home, he decided to come here to live, for a time at least. He found that the

produce heavily; also that the conditions here for English walnuts are as equally healthy and as good as in Southern California and that they have a better flavor.

Mr. Johnstone is an experienced



The Johnstone Residence

cheap that he considered it a gift." He was then the owner of an orange grove at San Dimas, which he later



The Johnstone Apple Orchard, Greenfield.

soil and climatic conditions were right for fruit culture, and especially for alfalfa, which he says cannot be equaled in quality anywhere in California and will produce 8 to 10 tons to the acre annually if properly irrigated.

He has found that all varieties of deciduous fruit grow to perfection and

apple grower and was born and raised up in that industry in Canada. He has worked hard for his community in the exhibits where Greenfield has taken first premiums for quality and flavor.

Write him about fruit culture at Greenfield.

W. W. Page

Who Won Out Against Big Odds.

MR. PAGE represents the type of man who makes country anywhere. When The Clark Colony, now Greenfield, was founded, Mr. Page was one of the first settlers there and camped with his family on El Camino Real. He went to farming without the least knowledge of the business; had been foreman in "The Queen Quality" shoe factory at Jamaica Plains, near Boston, Mass., for many years. At first he met with many discouragements and would have sold out cheap, but after a time, with the aid and encouragement of his plucky wife, things began to come his way and spell success. He does not want to sell now and is reaping the peace and contentment that comes from industry well applied.

Mr. and Mrs. Page are both en-



The Temporary Dwelling—to Be Replaced with Commodious Bungalow

thusiasts, especially as regards the healthy climate there. He is paying

particular attention to dairying and grows alfalfa, which he irrigates both

from the Clark Colony ditch and from his own pumping plant, which delivers 275 gallons a minute from a well 48 feet to water.

Mr. Page will be pleased to answer any inquiries regarding his community.



Some of Mr. Page's Income Producers

Candido Frascioni

Dairyman

A GAIN is the advantage of farming in the Salinas Valley attested to, Candido Frascioni's story furnishing the facts. He came from Mohegno, Switzerland, in '88, unfamiliar with our language; worked fifteen years as a farm hand and then rented a portion of the Jack's ranch near Soledad, on which he operated a dairy for eight years more.

As a renter he saved sufficient to buy 60 acres under the Greenfield ditch at 100 per acre, thus passing into the landowner class. Mr. Frascioni owns 60 cows of which he milks 40, making 26,000 lbs. of cheese a year; fattens



Holsteins—The Noontime Siesta

D. M. Whiting

Greenfield Pioneer.

D. M. WHITING was one of Greenfield's early pioneers, arriving there six months after the colony was opened. He had been looking over other parts of California with the idea of buying some good fruit land. After investigating Greenfield's possibilities as a fruit country he invested there and is as optimistic today

regarding Greenfield's future as when he first arrived.

He at first planted twenty acres to apples and pears, which are now nine years old and in a very flourishing condition. Last year over 1400 boxes of apples were produced, also a good crop of pears. This year his apple crop is estimated at 2000 boxes.

Four years ago Mr. Whiting and brother planted twenty acres to the Royal apricot. They have done exceedingly well and this year are producing a crop estimated at eight tons of green apricots.

enough hogs on skim milk to give him \$200 per year from their sale, and derives \$400 a year from the sale of calves.

In 1903 the subject of this sketch married a Soledad girl, also a native of Switzerland, and the union has been blessed with three robust, pretty children. He is a director of the Soledad Creamery Company and for three



Greenfield—Sectional View of Candido Frascioni's Dwelling and Yard

years was a director of the Clark Colony Water Company.

Now, in the prime of life.—42 years of age—Mr. Frascioni has all any one should ask for—a comfortable home, a comfortable income and a happy family. He will be glad to add his testimony as to the attractions of this community. Address, Greenfield, California.

Mr. Whiting believes that apricots will pay at Greenfield even better than apples, and cites statistics to show that apricots have not failed in this vicinity during the last nine years and during the same period other parts of the state have had severe failures.

In the apple orchard are ten rows of gooseberries eight years old. The production of these bushes is certainly wonderful. For the last four years they have annually produced from 2000 to 2700 pounds of excellent gooseberries. There are just 200 bushes. The variety is supposed to be the Houghton, an

excellent gooseberry and almost immune to mildew. Mr. Whiting bought his bushes from a Watsonville grower who had tried five kinds and proved this variety to be the best. Two years ago Mr. Whiting rooted 7000 cuttings from his bushes, 2000 of which were planted this year on his home place, and sold the balance to his neighbors. Nine thousand cuttings are being rooted this year, 2000 of which he expects to plant, the balance being for sale.

Mr. Whiting is one of Greenfield's progressive citizens and a firm believer in the future success of this section. He will cheerfully respond to all queries as to land that may yet be secured in the Greenfield colony—regarding its price, adaptability to various products, water right, etc. Inclose stamp for reply.



200 Gooseberry Bushes Produced 2700 Pounds of Fruit for Dan Whiting

R. E. Courtney

Diversified Farming.

I CAME to Greenfield, Monterey county, six years ago for the reason



Courtney and Son, Cultivating Beans



Alfalfa Hay, Grown by R. E. Courtney, Greenfield

that I had become tired of working for the other fellow with no prospect of ever doing anything else by staying

in that part of the world (Los Angeles and vicinity.) Monterey county at that time — and does yet, especially this vicinity — offered, as I thought, the best opportunity for any one of small means of any locality that I knew of in the way of good land at reasonable price.

At that time I bought 40 acres at \$65 per acre. I consider it worth today \$125 per acre, aside from improvements. As a dairy section this is second to none in the state; compares favorably as a grain producing section; also sugar beets and fruits of all kinds; is the home of the apple, almond and gooseberry. Hogs are very successfully raised in connection with the dairy or grain growing.

As for health, this climate can't be beat in any state or country—will not



Mrs. Courtney's Preparation for the Thanksgiving Season

support but one doctor for each 20 miles square of territory!
of the leading industries of this section.

Bean growing is fast becoming one

Good grammar schools here and one high school located at King City, only 12 miles away; pupils transported to



The Courtney Garden, Greenfield



"Quick Money" Producers for R. E. Courtney, Greenfield

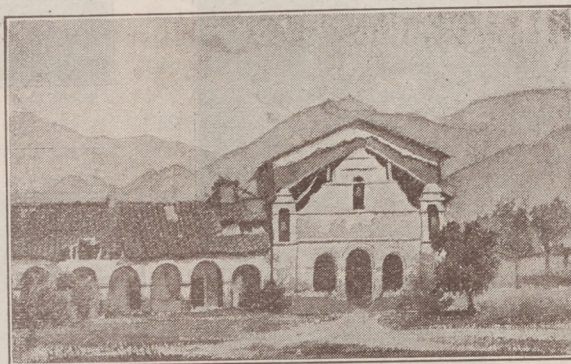
and from school every day by auto, over the state highway, which is of crushed rock and cement macadam the entire distance. Church privileges are adequate and a good moral tone pervades the social life. R. E. COURTNEY.

Greenfield, Cal.

JOLON, LOCKWOOD and the COAST

THE TOWN of Jolon is located about twenty miles southwest from King City, with which daily mail connection is made by automobile stage. It is in the midst of a fertile region, famous for its wheat production, and large cattle raising interests. It is the starting point for the Los Burros gold-mining region and the coast country, which, along this portion of Monterey county, is a mecca for sportsmen.

Up in the San Antonio river country is a most ideal place for one to go to forget business cares for at least a fortnight in the year, to fish and hunt and loll around entirely free from the jingle of the telephone, the buzz of the electric car and the battle line of business. It is a most delightful place to—just rest.



San Antonio Mission (near Jolon), Founded July 14, 1771, by the Franciscan Fathers.



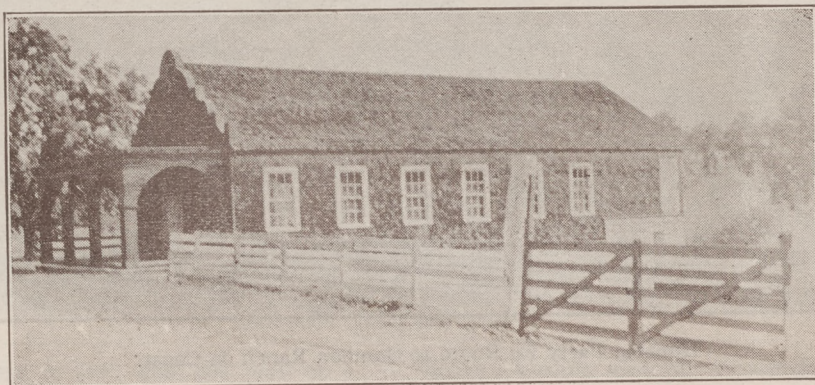
Dutton's Hotel, Jolon.

The town of Jolon has a good hotel, two stores carrying general merchandise and a large town hall which on many occasions, is made the social center for the gathering of people far beyond the immediate neighborhood.

THE Lockwood country (which has its own store and postoffice) is a wealthy farming settlement contiguous to Jolon on the south which, when the county's population increases to the point of necessitating a cross-railway line tapping

Jolon, will help make the latter town a mighty prominent village on the county map.

Following the San Antonio river back from near the mission through the many thousand acre Milpitas stock ranch of "Jim Brown," the cattle king, to the gorge beginning at the Jones ranch, one is in the best trout-fishing region from there to the summit—

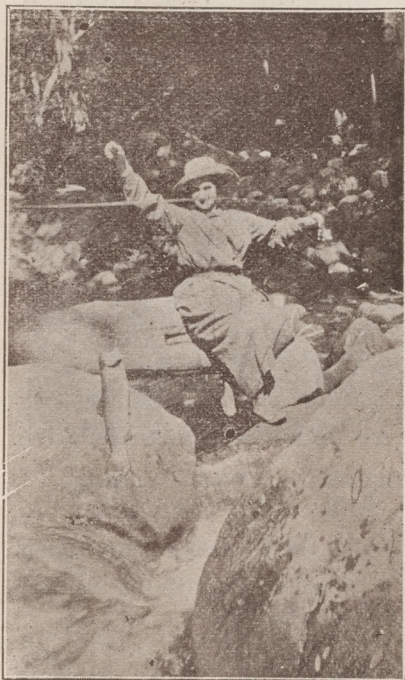


San Antonio Hall, Jolon.

about 15 miles, that is rough but accessible and fishable—in the west. Deer are also very plentiful and along this stream hundreds

sportsmen, many with their families, camp during the open season for fish and game.

Down the other side from the summit, fifty miles from King City, is the large and prosperous



On the San Antonio—Landing a 29-inch Brook Trout.

barley and grazing ranch of the Gamboa brothers, shown on this



Frank Gause, Bee Man, Jolon.



Gamboa Bros—J. B. and George.



Hunting Party En Route to Gamboa Ranch on Coast.

page. The party of hunters shown are enroute from Cipriano Avila's (end of the wagon road) over the mountain to Gamboa brother's. Besides being up-to-date prosperous stockmen, the boys are also fond of sport and their latch key is always out to their friends from the valley towns.

Trout abound in the streams and deer in plenty in the mountains.

The San Antonio Mission

The mission shown at the head of this article has more historic interest than any of the other

missions. Though the 'dobe walls and many buildings inclosed by them have long since crumbled from view, the old mission still stands; in a

sad state of decay, 'tis true, but not so bad but that it could be rebuilt. It was saved from utter destruction a few years ago through the combined efforts of the Land Marks League and the Native Sons. If the people of Jolon and Lockwood should join and ask King City to co-operate in the establishment of a local organization for its rejuvenation and care, they would be surprised at the number of wealthy philanthropists in all parts of the state that would subscribe funds to help along the good work. While there is no room here to tell its history, and it is not the design of this book to treat of matters historical, the writer can't resist quoting a few lines from the pen of Rev. Father Licenciata Palou, written in 1778:

The ardent zeal possessed by our venerable Father Junipero to convert the gentiles did not permit him to rest, nor delay in any manner the prosecution of his designs.

So soon as was concluded the reconnoissances of Carmelo river and was finished the operations for the falling of trees and the making of boards, he returned to Monterey to make ready

for his trip to the mountains of Santa Lucia, for which place he soon left, accompanied by two Fathers destined to be the founders of the mission of San Antonio. They took with them the articles and supplies necessary for that mission and also the usual guard of soldiers; they traveled toward said mountain of Santa Lucia, which was 25 leagues distant from Monterey in a southerly and southwesterly direction.

Having arrived at the foot of the mentioned mountain they found a very long steep opening (Canada) that they named (Canada de Robles) because of being covered with oak trees; they arrived at the end of this with all their company. They made examination of the land and found a large plain to be seen from the cañada and close by a river that they soon named "San Antonio."

It appeared to them to be a proper place in which to erect an establishment; the river contained a generous quantity of water, although the month of July, which is the time when streams are driest; also, that the water without difficulty could be used for irrigating the land.

All agreed in the selection of this place for the purpose.

The venerable Father ordered the packs to be taken off the mules and to hang bells from the branch of a tree; so soon as this was done, the servant of God commenced to ring them, crying: "Ho! Gentiles, Come! Come to the Holy Church! Come! Come! and re-

ceive the faith of Jesus Christ!" And observing the Father Fraile Miguel Pieras, one of the missionaries selected for president, he said: "Why are you tired? Do you think this is not the place where we shall build a church? And that in these ravines there are no Gentiles? Is it play to ring the bells? Let me, Father, empty my heart? I wish that this bell may be heard by all the world! As was said by the venerable Mother Maria de Jesus de Agrégada; or, at least, that all the Gentiles living in these mountains may hear it."

Soon after they constructed a large cross, which, being blessed and adorned with boughs, was fixed in the ground at the place selected. There also was constructed an arbor of boughs under which was placed a table and altar and here was said by the venerable Father the first mass in San Antonio. So named in honor of Saint Antonio as the patron saint of the Mission. This was on the 14th day of July in the year 1771."

The mission in 1784 was in its zenith of prosperity and population, says Palou. Prior to the death of Padre Junipero, which occurred in that year, there were 1804 Indians living there, engaged in civilized pursuits. They owned in 1822 52,800 cattle, 4800 horses and mares, 500 yokes of oxen, 48,000 sheep and 1000 swine.



A Lockwood Snapshot—F. Weferling's

ALBERT LONGMIRE is the only merchant at Lockwood and a live wire. He firmly believes in the future of Lockwood and vicinity.

Mr. Longmire entered the mercantile



Lockwood Hotel and Store

business in 1910 and has built up a splendid trade among the farmers, for miles around, to whom he endeavors to sell merchandise as low in price as it can be obtained anywhere. He carries nothing but A1 merchandise.

Being a business man, Mr. Longmire looks to the future prosperity of his community and the upbuilding of it. He is well informed as to the opportunities there, and will answer any inquiries if stamp is enclosed.

Jan Henry Martinus

Prominent Lockwood Rancher.

MR. MARTINUS is the owner of 840 acres of the very best soil in the Jolon Valley, near Lockwood, 480 acres of which are in a high state of cultivation, and there is no man in



Mr. Martinus Also Finds Mule-Raising Profitable

Monterey county who has done more to demonstrate the possibilities of the community in which he lives.

Mr. Martinus first came to Monterey county in the fall of 1877 and has been farming here ever since. He is a native of the Isle of Foehr near the west coast of Schleswig-Holstein, where he was born June 25, 1877. He received a common school education in Germany and emigrated to this country at the age of 17, arriving in San Francisco June 26, 1874. Mr.

Martinus may be counted as the most progressive citizen in the Jolon valley and beyond question is the most thorough agriculturist in that section, being ably assisted by his three sons, Henry, Simon N. and Philip R.

On March 18, 1882, Mr. Martinus was married to Miss Paulina Paulsen and to them were born four children,

one of whom died in infancy. His wife died July 11, 1896.

Mr. Martinus was the first man in the Jolon valley to practice summer fallowing, a system that is now used by every progressive farmer in Monterey county. He also erected the first windmill in the Jolon valley and was about the first to introduce the harvester, as well as the caterpillar engine.

To any inquiring settler, we recommend Mr. Martinus as a man who will give any information desired with accuracy.

Einer B. Bergerson

Jolon Farmer.

MR. BERGERSON is practically a native son, although he was born in Norway in 1880. He arrived in San Francisco at the age of three years with his parents, who purchased 160 acres of land three and one-half miles from Jolon and later homesteaded

one hundred and sixty acres adjoining.

Mr. Bergerson attended the public school, and with that exception all of his life has been spent on the ranch, which he has managed in an able way ever since his youth.

In 1905 Mr. Bergerson purchased for himself 160 acres adjoining the home ranch and it is farmed in connection with the other property, 400 acres of which is in a high state of cultivation;

Henry Alexander Gil

A Merchant of Jolon.

MR. GIL was born and bred in Jolon and is one of seventeen children, eleven boys and six girls, born to Don Jose Maria Gil, who was one of the earliest settlers of that section, having emigrated from the



The Henry Gil Store, Jolon

city of Morelos, state of Michoacan, Mexico, in 1849.

Henry Alexander Gil has been engaged in the mercantile business at Jolon for about fifteen years, and through his genial and public-spirited disposition has won a host of friends.

Mr. Gil is strictly a native son of California and proud of his birth.

and it is doubtful if there is a neater kept farming property in Monterey county or with a prettier farm residence.

Mr. Bergerson has not married to date, and is the only one of the family of four children remaining at the home place where his aged mother also resides, his father, Gunar Bergerson, having passed away at the age of 73 years on April 23, 1915.



SOLEDAD

SOLEDAD, named from the Mission herewith shown, lies 20 miles north of King City and is a place of considerable commercial importance, money being plentiful and trading brisk. It has two good hotels, drug store, bank, a live newspaper, two large mercantile concerns and several lesser ones—the professions being represented by a doctor, lawyer and dentist; all three being comparatively young men; keen, and particularly well endowed intellectually.

The town is the trading center for a large region. There is a first-class creamery, which takes the product of an ever-growing number of dairies.

Some of these latter are operated by men on their own lands, though many more by tenants on the large Jacks and Zabala tracts.

The famed health resort, Paraiso Springs, nestles in the foothills a few miles from Soledad. One of her most fruitful aids to commercial prosperity is the Salvation Colony, under irrigation by gravity water only about three miles distant—a colony where dairies, blooded beef stock ranches, many orchards, berry and poultry farms abound.

Soledad is also the point where tourists disembark to make the auto trip to the far-famed Pinnacles, 20 miles distant, where ten square miles of volcanic mountains have been cleft into domes and turrets, with sheer walls of 500 feet, great caves, and queer, conglomerate shapes. It is a picturesque and wonderful region well worth a visit.



Holstein Bull—Owned by A. Giacomazzi, Soledad.

Exceptional educational advantages are found in the very modern, convenient and sanitary grammar school, shown on next page, which is ably presided over by Prof. Force, who is also a member of the County Board of Education. The best of high school privileges are found at Gonzales, in the same Union High School district, only six miles distant.



Mission Nuestra Senora de Soledad, Monterey County, California

Otto Olsen

Paraiso Springs.

MR. OLSEN is a remarkable example of thrift and his farm is noted throughout Monterey county.

Mr. Olsen came to Monterey county in 1882, purchased 160 acres of railroad land and now owns 2300 acres, comprising the best diversified farm in this section.

Here may be found orchards, vineyards and various crops. This is one of the show places and the pride of Mr. Olsen.



::

GONZALES

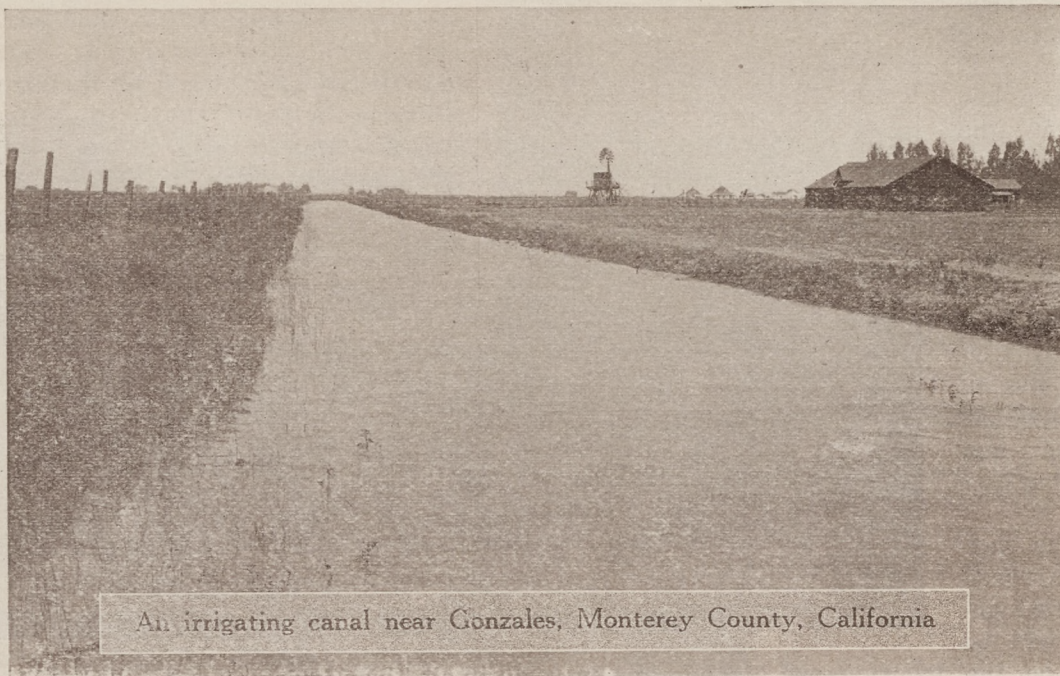
::

DAIRY CENTER

GONZALES lies 29 miles north of King City and 18 miles south of Salinas, the county seat. Here is located the famed Alpine Evaporated Cream Company, whose condensed milk in tins is sold all over the country. The factory furnishes employment to many laborers, skilled and unskilled, whose wages help make times good. It buys the product of the scores of dairies that abound throughout the breadth of the valley—which is about ten miles wide at this point—and the trade of the dairymen and their employes also amounts to a pretty annual figure.

But a product for which Gonzales should be

went further afield and purchased from Loren Coburn the Coburn tract at King City, which he subdivided and sold off in a few weeks' time, after installing an irrigation system; realizing heavily, though selling very reasonably considering the soil and water privileges, thus changing this vast barley field and monte into scores of prosperous dairies. He also has tanbark and lumber interests on the Coburn Pescadero properties up the coast. Recently he secured an option on a large slice of the Spreckels lands at King City and is arranging for its subdivision and irrigation, which contemplates the building of a \$100,000 dam on the San Lorenzo creek. Nowadays



An irrigating canal near Gonzales, Monterey County, California

noted is one of her native sons, C. H. Widemann. The latter inherited a small mercantile business from his father, which he built into a mammoth department store. Full of natural initiative, he incorporated the business, taking in members of the family only, and established, a few years ago, a branch in King City, which now carries the largest and most diversified lines, probably of any one store in the county outside of Salinas. Then he handled the subdivision and sale of the Matt Wililams holdings, transforming them from a vast grain ranch into many dairies. He then

he is called "a Napoleon of finance," "a bear," "the man who does things," etc.; but while he has probably feathered his own nest, King City and Gonzales must give him credit for doing more for them than any other one agency—every move in his own interest having been to the advantage of every business man and property owner of both these towns.

Gonzales has fine grammar and high schools, Charley Coffee's Tribune, several good stores, a hotel and is but a short auto trip over the new State highway to the county seat.

::

MONTEREY

::

A HISTORICAL CITY AND COMING MANUFACTURING CENTER

By Monterey Chamber of Commerce.

MOST of the early history of California is merely a history of Monterey. The first explorers of the California coast were attracted to Monterey, in preference to any other spot, on account of the climate and the beautiful surroundings. In all of the descriptions of their travels they dwell more at length on this place than any other.

Due to these things Monterey became the principal pueblo and the capital of the whole province under Spanish and Mexican rule. Few people realize that in this quaint old town there were court manners, customs and social events in vogue while the people of the Atlantic seaboard were still fighting Indians.

It was due to the discovery of gold in the northern part of the state in 1849 that Monterey lost its position of the first city in the state and the principal city of commercial importance. From that time until the present the growth of the place has been comparatively slow.

It has been slow because of the fact that there is comparatively little agricultural lands directly tributary to the place. The main importance of Monterey lies in its commercial advantages and splendid harbor facilities.

When the harbor is improved with a breakwater there will be no better on the Pacific coast, and considering it all in all, the year around in all kinds of weather, there is not one which will compare with it.

The commercial possibilities of the place have hardly been touched. But it only requires a pioneer to blaze the trail to make it one of the principle manufacturing centers of the coast.

When one factory is located here and a few improvements started for its accommodation others will be attracted and there will be an astonishing growth take place within a decade.

It may be that now is the time for this growth to start, for one concern has secured a factory site and claims that it is going to build a plant costing several hundred thousand dollars.

If this improvement does take place it will be difficult to estimate to what heights the commercial importance of the city will reach.

Very recently the Congressional Committee on Rivers and Harbors visited Monterey as guests of the Chamber of Commerce to obtain first hand information regarding the situation here.

They expressed themselves as being agreeably surprised at the great opportunity here and promised



Monterey Bay, harbor for merchant ship and pleasure craft

that the next session of Congress would see definite action on the Monterey breakwater proposition.

The United States Government has already appropriated \$200,000 to begin the work and the State of California has appropriated a like sum to apply on the construction of the breakwater. These appropriations are made on the condition that railway connections be made between Monterey and the San Joaquin valley.

Although it is next to impossible to finance a public service corporation at the present time, the people on the peninsula have every confidence that a railroad will be built, and have offered to post a bond of \$50,000 with the United States Government that the road will be built within three years after the breakwater is completed. This matter is now under consideration at the national capital.

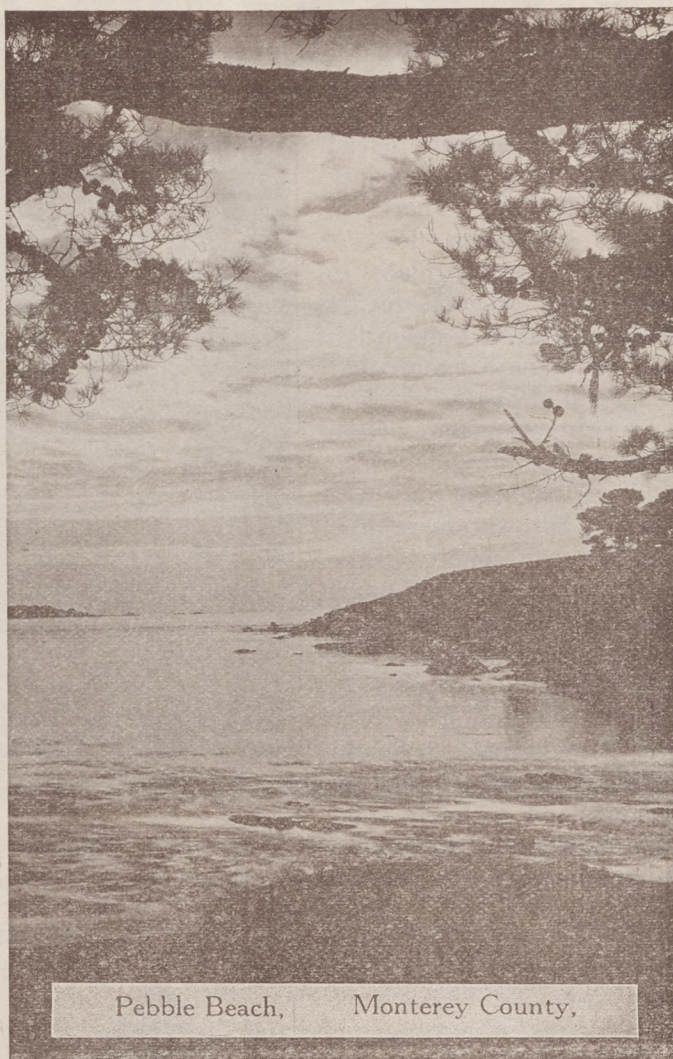
One of the facts which makes the Government look upon this project with favor is that the whole water front is owned by the city out to twenty feet of water. When a seawall is built and the space is filled in, this will give the city fifty-four acres of water front property which will be worth a large sum of money and materially aid in reducing the taxes of the municipality.

The Chambers of Commerce of Monterey and Pacific Grove are striving to obtain a submarine base for Monterey harbor. The Navy Department has the matter under advisement and in all probability some recommendation will be made to the next Congress regarding proper fortifications and defenses for this point.

Fishing is the principal industry at Monterey at the present time. Salmon and sardines are the main catches. Of these two varieties there is approximately six million pounds packed and shipped each year by two large packing companies of this port. Over five hundred fishing boats are engaged in this industry.

Fishing is also one of the main attractions for the sportsman.

There are 128 different varieties which habitate the waters of Monterey Bay, a greater variety than is found at any other one place in the world.



Pebble Beach, Monterey County,



Arizona Gardens, Hotel Del Monte, Monterey.

Up to the present time Monterey has been chiefly known as a summer and tourist resort. There is more history in and around Monterey than at any other city in the state. For this reason Monterey has been one of the principal points of interest for the great tourist travel in California.

Here the visitor, the homeseeker or the tourist will find the widest variety of attractions. There is always something doing—some interesting place to visit—some special scenic feature to attract attention—or some new event that is sure to please.

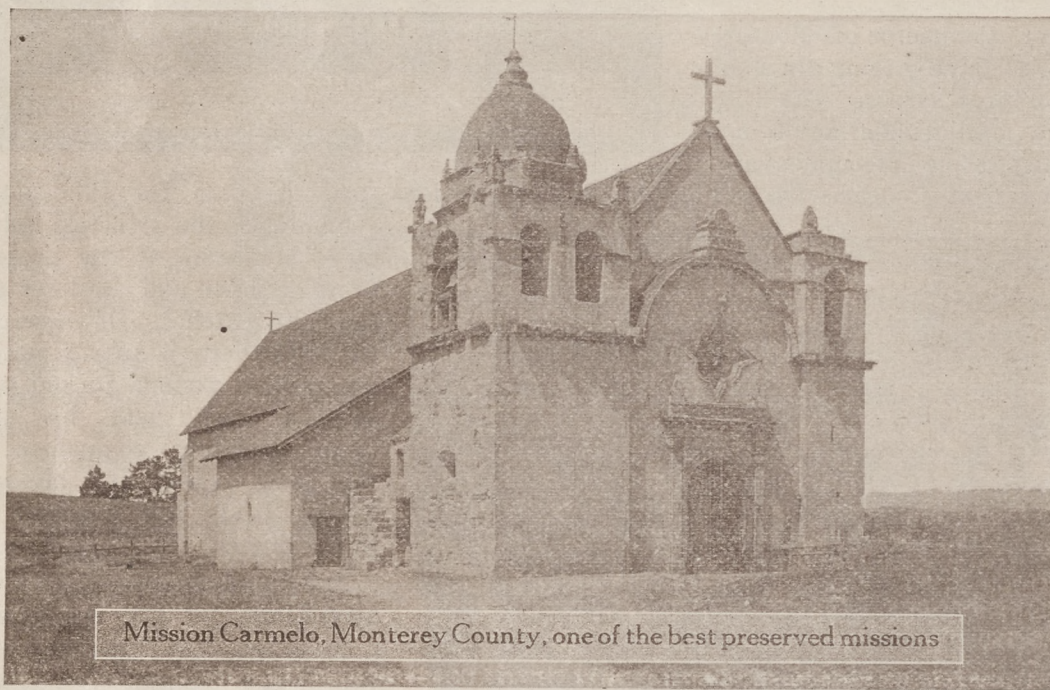
The climate is one of the great assets of the peninsula. Surrounded on three sides by the waters of the Pacific ocean, no city in the world can offer a more equable climate. With a latitude equivalent to that of Richmond, Va., it is 15 degrees warmer in winter and 11 degrees cooler in summer. It is warmer in January and cooler in July



Salmon Catch—Monterey Bay.

than in Mentone, France, or Naples, Italy. Here is situated the famous Hotel Del Monte, which for thirty-five years has been gaining fame as the "Newport of the West." It is attracting tourists from all

over the world, as well as being the Mecca for the fashionable folk of the state.



Mission Carmelo, Monterey County, one of the best preserved missions

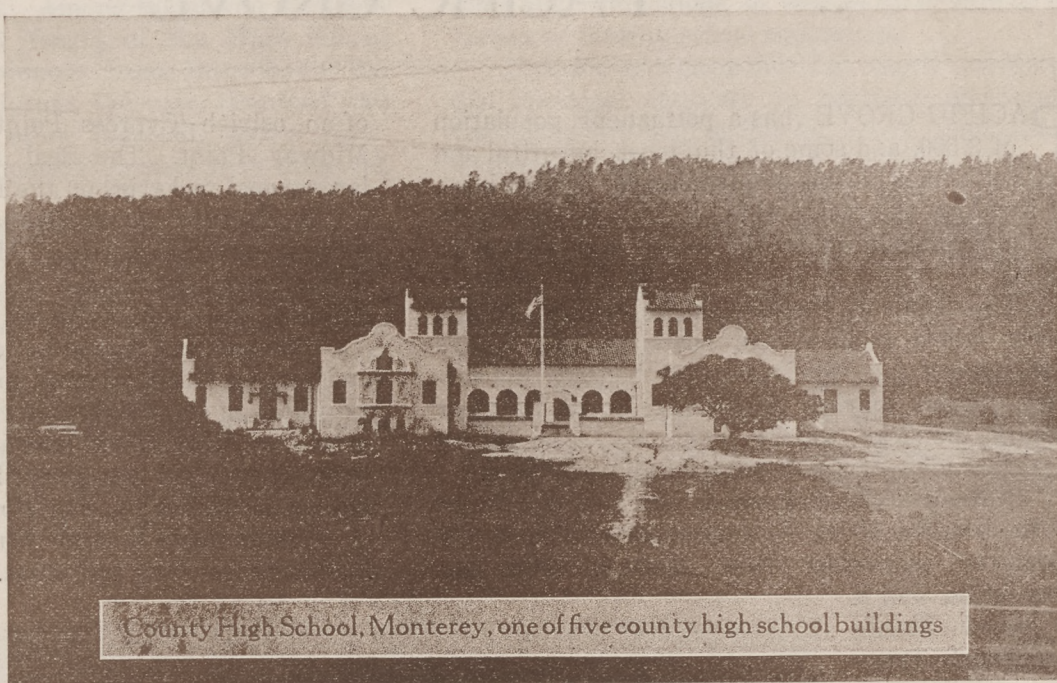
Carmel-by-the-Sea, at the Southern end of the peninsula, is the gathering point for fashionable and literary people. It is four miles south of Monterey and is reached by stage, which meets all incoming trains at the Monterey station. In Carmel's Forest Theater is produced

an annual play depicting some phase of the early history of the county or state.

Those who come to the Monterey peninsula are surprised at the many historical and interesting places about the vicinity. Aside from the wonderful natural beauty of the place, which must be seen to

be realized, the following points of interest should be called to the attention of the visitor: The Monterey old mission churches—San Carlos de Monterey and San Carlos del Carmelo, in which latter rests the remains of Father Junipero Serra, the founder of the missions of California. The Custom-house used by Spain, Mexico and the United States; Colton Hall, where the first Constitution of our state was created. Home of Robert Louis Stevenson. Home of the first and only American Consul, Thomas O. Larkin. Headquarters of General H. W. Halleck, who so ably assisted Thomas O. Larkin in paving the way for the almost bloodless conquest of California.

Landing place of Father Serra, marked by a cross donated by James A. Murray, which is erected on the



County High School, Monterey, one of five county high school buildings

spot where both Vizcaino (1602) and Father Serra (1770) enacted ceremonies incident to taking possession of the country for Spain.

The Sloat monument, commemorating the hoisting of the Stars and Stripes on the Custom-house by Commodore J. D. Sloat, July 7, 1846. The Vizcaino-Serra oak, now mounted in the rear of San Carlos Church. Under this tree both Vizcaino and Father Serra erected an altar. The first theater in California open to visitors. The old Sherman Rose tree, a relic of a romance of General W. T. Sherman when a Lieutenant with troops at Monterey. The Bola de Oro, famous gambling establishment, put out of commission by W. D. Colton, first Alcalde under the United States rule. Junipero Serra monument erected by Mrs. Jane Stanford, wife of Senator Leland Stanford. The fish canneries; the House of Four Winds; the house of General Castro, Mexican commander of troops making the last stand at Monterey opposed to the gringos; house of Governor Avlarado; first brick house in California; first frame building in the state, lumber from the Antipodes. Grounds and art gallery at Hotel Del Monte; the bath house—hot and cold salt water baths and swimming tank. Pacific Grove Museum; dahlia gardens at Pacific Grove. Mammoth Roberts oak, with seats for a thousand persons on its branches. Grounds of Monterey Tree-Growing Club, the largest collection of trees in America.

Point Lobos, a wonderful rock formation and rare marine life. The abalone cannery of A. M. Allen, worth a visit. The kennels of J. A. Molera, prize dogs, horses and chickens, and a remarkable collection of vehicles, including one brought from Spain in early days.

The Pebble Beach villa site is now the home of many celebrated persons and the widely known Pebble Beach Lodge, built of pine logs, is worthy of a visit.

The wonderful coast and other drives make this God-blessed spot attractive for owners of automobiles.

:: PACIFIC GROVE ::

PACIFIC GROVE has a permanent population of 3,500, and some of the most beautiful and artistic homes on the peninsula are located here. It is set on the rocky cliffs of the outer peninsula but is well sheltered by the woods that gave it its name.

This is one of the two places on the Pacific Coast where glass-bottom boats are used to give a glimpse of the wonderful life beneath the surface. These marine gardens are noted for their beauty, the clear waters along the coast giving a perfect view of the greatest of all aquariums.

Scarcely a pleasure-seeker who does not know of the beauties of the Seventeen-mile Drive on the Monterey peninsula. Now another drive has been built, and it is called Scenic Boulevard. These two drives are forty-two miles long, while half a dozen minor roadways bring the total mileage to fifty miles. These roads wind through forest, climb cliffs and skirt the shore of the sea. They were especially designed for the convenience and pleasure of the motorist, who may send his car whirring along without shifting

gears, the average grade being two per cent. and the highest is six per cent. The roads are macadamized and are kept in perfect repair.

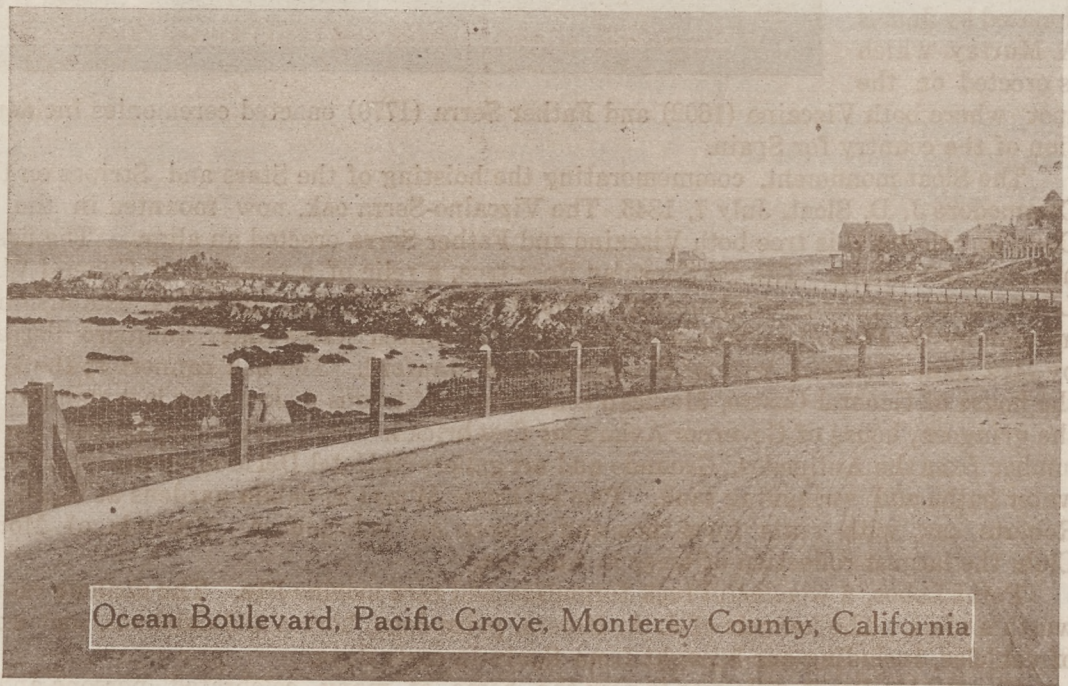
Along the Seventeen-mile Drive there are many attractions. From Pacific Grove one soon reaches points of more than passing interest—Point Joe, Restless Sea, Bird Rocks, Seal Rocks, Fan Shell Beach, the Ostrich Tree—a pair of cypress trees twisted by the wind into the shape

of an ostrich—Cypress Point, Cypress Grove and Midway Point. The Seal Rocks comprise the largest seal rookeries on the Pacific Coast.

At Cypress Grove the road leads through the narrow restricted grove of Monterey cypress—one of the two groves extant, the other being on Point Lobos on the south of Carmel Bay.

The flora and fauna of the Monterey peninsula and bay in their natural condition and also as exhibited in the Pacific Grove museum, are very extensive, present an ever increasing attraction to scientists, and are favorably known to those of Europe as well as those of North America.

A more ideal location for public schools than Pacific Grove does not exist. Here on the Mon-



Ocean Boulevard, Pacific Grove, Monterey County, California

terey peninsula forest and water meet and the fragrance of the pine combines with the cool salt breeze from off the Pacific to energize mind and body to do their best. In addition to all this and a most equable climate, are offered superior moral and intellectual advantages. In 1911 the High School was provided with a separate building at a cost of \$40,000, exclusive of equipment and some four acres of grounds. That this building is a

success from an agricultural as well as educational point of view is evidenced by the fact that it has already served as a model for several similar buildings elsewhere. Among the eleven members composing the 1913 faculty of the High School may be found graduates from Bryn Mawr, the universities of California, Colorado, Stanford, the State Normal, and other favorably known institutions. The enrollment at present is in excess of 100 pupils.

In the Grammar School there are nine regular and five special teachers, several of whom are university graduates. Here the enrollment is about three hundred and fifty. Not only is the work made extremely interesting, but in both schools there are well qualified instructors in athletics and physical culture, and a commodious gymnasium available.

Pacific Grove is a church-going community.

The Methodists, Congregationalists, Episcopalians, Disciples, Baptists and United Presbyterians have organizations with church buildings at once handsome and commodious, as well as up-to-date in the matter of Sunday school equipment.

Founded as a camp meeting resort, the Methodist Episcopal churches in northern and central California still hold at Pacific Grove their annual conference; the Chautauqua Assembly offers for two weeks during each July a most interesting and attractive program. Other conventions are here held annually; while the close proximity of the Hotel Del Monte makes it possible to frequently secure speakers of national and often of world-wide reputation.

No saloons, gambling or other disreputable houses are allowed, being not only prohibited by ordinance, but such prohibition being enforced by a forfeiture clause in every deed to real property.



PAJARO

PAJARO is the first town reached in Monterey county, coming north by rail. It is a little bustling junction city, where one changes cars for Watsonville and Santa Cruz, and is the "division" town where engines and crews are changed. Pajaro, recently re-christened by the Southern Pacific company "Watsonville Junction," is less than a mile from Watsonville, the latter city being just over the line in Santa Cruz county—itself a fruit and truck farm center of the greatest importance.

Concerning the productivity of the far-famed Pajaro Valley, R. D. Sinclair, for the Monterey County Board of Supervisors, writes:

Containing about forty-five thousand acres, Pajaro Valley is almost entirely surrounded by mountains and hills but is open to the sea at the mouth of the Pajaro River. It is this exposure to the winds and fog from the ocean which produces the peculiar climatic conditions under which apples thrive. The trade-winds, which prevail nearly every day during the summer, although originally warm, have here been cooled by contact with the Japan

current after it has impinged on the coast of Alaska. The contact of the warm wind with the cooler current causes condensation of atmospheric vapor and this creates fog. The fogs occur frequently during summer, continuing until ten or eleven o'clock in the forenoon. They hold the secret of the crisp and juicy apple. They prevent sunburn, keep down soil evaporation and

provide humidity enough to render the fruit crisp and full-juiced.

The rainfall here averages about twenty-four inches and the average temperature in January is fifty-two degrees and in July sixty-three degrees.

The soils of the valley are alluvial, but were sorted by the action of river waters when they were laid down. There are predominating proportions of clay and silt, mixed with much sandy material. Lime is found except in the sandier types and this has increased the humus. The Pajaro loam is a heavy dark brown or black from twelve to eighteen inches deep, underlain by a light yellow silt loam. The great depth of this mellow subsoil facilitates the percolation of water and the penetration of tree roots. This explains



Pajaro Valley, the largest apple-producing section in the world

the immense size of the trees and crops. Single trees have yielded sixty boxes per season.

There is no "off year" in apples such as occurs in other climates. The trees bear every year and but one damaging frost has been recorded.

Bellefleurs and Newtowns predominate, making up nearly the entire acreage.

Apple trees here begin to bear profitable crops in from six to ten years, but while awaiting their maturity the grower always gets returns by raising berries, beans, potatoes, sugar beets or other vegetables between the rows.

Very little raw land on the floor of the valley is procurable, as nearly all has been set out to this profitable fruit. Bearing orchards are occasionally offered for sale, the price depending on the age and condition. One thousand dollars per acre for a well-cultured orchard would be considered a low price, and the returns would show very handsome interest on the investment.

About fifty trees to the acre is the average planting. Trees twelve years old will produce about three hundred loose boxes per acre, or two hundred packed boxes per acre. The average price per box is eighty-five cents. Expenses are about twenty-five cents per box, box material and packing, four or five cents per loose box for picking. Other expenses include about two dollars

per acre for plowing and ten or twelve cents per tree for pruning and hauling. Four dollars per acre will cover a season's spraying when this is necessary, although the section is largely free of the codling moth and other pests. This latter fact is due to the previously mentioned fogs which are detrimental to the insects.

The orchardist here may be either a worker or an investor. Some owners superintend all the work, even to shipping, others rent to contractors who do all the work, even the cultivating and pruning. The average rental is about one hundred dollars per acre net to the owner for an orchard in full bearing.

Most of the fruit is shipped fresh, but there are by-products such as dried fruit, apple butter, cider vinegar and canned fruit.

Some idea of the excellence of the fruit produced in this county may be gained from the fact that a box of Pajaro Valley apples was shipped around the world and returned to the producer in prime condition.

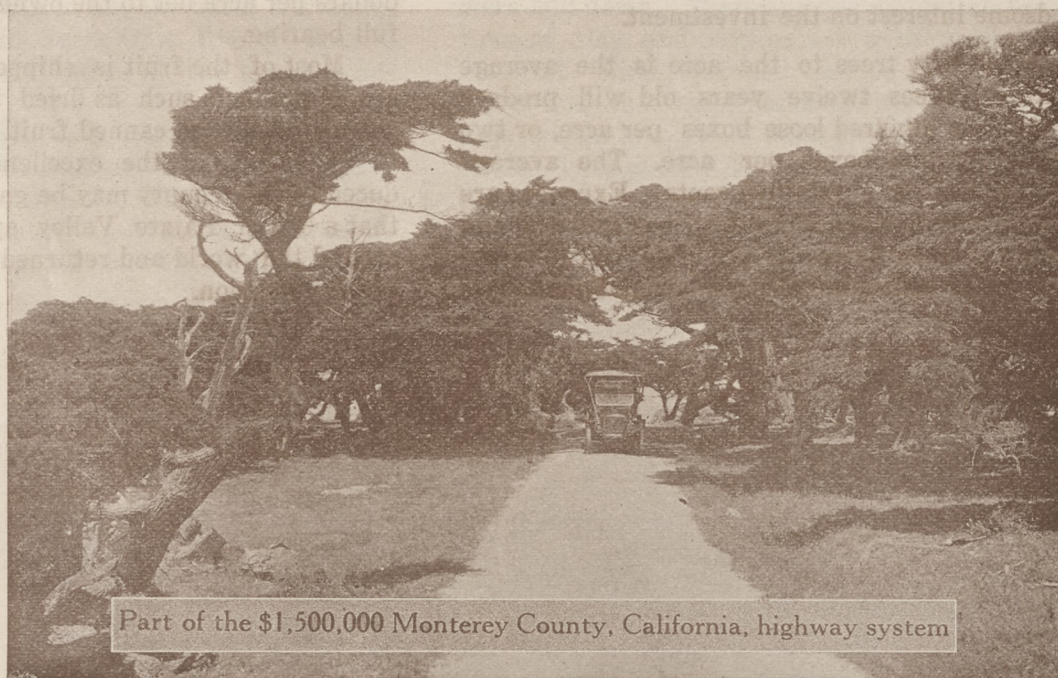


∴ GREAT ROADS IMPROVEMENT ∴

MONTEREY county, with the exception of the more congested districts at the north, has developed slowly, due to bad roads. While it is true that almost any place in the county can be reached by automobile, yet no one likes to travel over zig-zaggy, dusty roads, full of chuckholes and sharp ups and downs. The great stretches of unimproved and sparsely-settled country, furnishing but very little money, was to blame for the condition—there being about enough for a little “patching in spots” once a year but none for permanent improvement and maintenance.

But right now we are in the transition period between “extremely poor” and the “very best” roads.

The State Highway Commission has several units of the 100 miles of state highway traversing Monterey county now nearly completed. Maintenance is taken over by the state. This road formerly absorbed most of the road funds of four out of five of the road districts and its repair, with that of washed-out bridges across the Salinas river on two or three occasions during



Part of the \$1,500,000 Monterey County, California, highway system

the past decade, cost the country each time in the neighborhood of a quarter of a million dollars. All the money thus used in the past will now go on county roads leading to the various towns and cities of the Salinas valley.

Last fall the county bonded itself to build its share of a lateral between the parallel Salinas Valley and San Joaquin State Highways—the people of the San Joaquin counties affected co-operating. This lateral will connect Coalinga, on the other side, with San Lucas, nine miles south of King City, on this side. The same issue provides a boulevard from Monterey City to the State Highway at Castroville.

Thus will there be 160 miles of first-class road in the county before the middle of next summer, and ere another year every country road will be a boulevard and every mountain trail will give the equestrian an opportunity to view the scenery in place of watching his mount pick its footing, as in the past.



∴ Reminiscence of the Mission Indians ∴

R. DIAZ of King City came to this section about 30 years ago, when Soledad was the railroad terminal. King City had not been thought of, even, at that time. Mr. Diaz had been made superintendent of the Milpitas ranch, two miles west of King City, on which is located the San Antonio Mission. He reached there with a large herd of cattle from the Atherton ranch in San

Mateo county. The Atherton title to the great Milpitas grant had just been confirmed by the United States government.

A tribe of about fifty of the mission Indians still farmed at the head of the valley, a few of the very old ones living in the mission buildings, among them Jacinto, over 100 years old, and Coleta, of nearly the same age. We are indebted to Mr. Diaz for the following:

Origin of the Name of Milpitas Rancho

Feliciano Buelno, one of the first alcaldes of Santa Clara county, was at that time in charge of the mission, which until then exhibited no bad effect of the ravages of time and weather. Mass was still said there with frequency by Father Farley from the San Miguel mission, the Indians being very devout.

Along Santa Lucia creek there were many little gardens operated by the Indians.

"Milpa" means "garden."

"Milpita" means "little garden."

"Milpitas" means "several little gardens."

The colony soon became known as "the Milpitas" and the name was ultimately given to the grant.

When the Atherton title to the grant was confirmed the Indians were moved back to what is now known as the "reservation"—the 500 acre ranch founded by Eusavio Encinales, whose direct descendants still have a beautiful orchard there.

He was at that time very well fixed, his range being stocked with cattle, sheep and swine in abundance. Mr. Diaz mentions him as an honest, upright man and a good neighbor. Encinales originally came from the San Miguel mission. He was twice married, raised two families and died at about 85 years of age. He was noted as one of the greatest riders and ropers of his time. He told Mr. Diaz one time: "Years ago at the mission it was customary for one of the priests to take charge of a company of us to go and catch some wild horses. He knew the ability of each of us with the lariat and would say to one: 'You rope one;' to another: 'You rope two;' and to me he would usually say: 'You rope three;' but if anything had occurred to ruffle his temper that morning he'd make it 'four.' But I always caught the number ordered."

Perfecta, Encinales' second wife, was very bright, refined, and liked by all. She died at age 108.



:: Storage of Flood Waters of the San Lorenzo ::

An \$80,000 Dam is Being Erected to Irrigate 6000 Acres of the Fertile Salinas Valley, 1500 Acres of Which Was Placed On the Market October 1, 1915.

THIS land is all ditched and leveled, and some portions are also checked and planted to alfalfa. The portion in alfalfa last season yielded three tons per acre, and will produce six crops per season. There is NO MALARIA in or near King City, owing to the fact that every day the sea

breezes from Monterey Bay, only fifty miles distant, sweep down the valley. The climate here is also especially good for asthmatic people, many persons who have for years been sufferers from this malady finding here a climate where they are perfectly free from its effects.

A portion of this tract lies within the city limits of King City, and the farthest point on the tract is only five miles from the business center. (See pictures of King City's \$20,000 Grammar school and \$25,000 High school on page 16.)

This Tract Will Go Faster than did the Fertile Coburn Tract

The rapid selling out of this tract is assured by the fact that it is absolutely the best proposition ever offered in this or any other locality. It is being handled by C. H. Widemann (President and Manager of the A. Widemann Company of Gonzales and King City, southern Monterey county's largest mercantile establishment), who has handled

quite a number of similar propositions, the most noteworthy being the subdivision of the 10,000-acre Coburn tract near King City, which was entirely sold out in only eleven months' time and is now covered by prosperous, thriving dairies, whose owners are making good money on their investment.

Up to the time that the Coburn tract was offered for sale there had been nothing in any measure approaching it offered the public from the standpoint of an investment for dairymen, owing to the fact that a bountiful supply of water lay only twenty-five feet below the surface of the ground.

\$80,000 Massive Concrete Dam in Vast Watershed

The tract of land now being offered far surpasses anything heretofore offered in this territory, owing to the fact that a massive concrete dam, with a storage capacity sufficient to cover 12,000 acres of land eighteen inches deep, is to be erected to store the flood waters of the San Lorenzo River, at a cost per acre of at least \$5 to

\$10 less than it would cost to put in pumping plants to irrigate the land.

This land is now on sale at the offices of C. H. Widemann in Gonzales and King City. It adjoins King City and is part of the Spreckles Sugar Company ranch. It is to be irrigated from the San Lorenzo River. Enough water can be stored at the head of the canal,

according to United States government experts' tests, to irrigate 6,000 acres THREE TIMES A YEAR. The land under this canal is 1500 acres, making it certain that there will be plenty of water at all seasons of the year.

Cheapness of Irrigation Makes these Lands Best Buy in California

The water can be delivered at a cost of 50 cents per acre per year—the cheapest irrigation proposition in the United States.

The land is sediment of the highest quality, well protected from the wind and within three miles of King City, the best town in Monterey county.

You can readily figure that it costs

at least \$10 per acre per year to irrigate land from a pump. This would be \$150 for fifteen years, and figuring it at 8 per cent interest per year on the payments, in fifteen years you would pay out \$270.58 for irrigation by pump, as against \$13.50 for fifteen years if irrigated from the canal—a difference of \$257.08—which would

more than pay for the land. You would more than save the price of your land in fifteen years by buying land under this canal, as against buying land on which you would have to pump water. Land under this canal naturally, in time, will be worth much more than land under pumping plant irrigation.

To Sell for only \$100 to \$250 per Acre

The price of this land will range from \$100 to \$250 per acre. This is

one of the best propositions ever offered in California. This land will

pay for itself in crops of barley, wheat, alfalfa, beans or any garden products.

Costs by the Pumping Method of Irrigation.

Figuring irrigation at \$10 per acre per year and 8 per cent interest for fifteen years, the cost would be:

First year.....	\$10 00
Second year.....	10 80
Third year.....	11 61
Fourth year.....	12 55
Fifth year.....	13 55
Sixth year.....	14 63
Seventh year.....	15 80
Eighth year.....	17 06
Ninth year.....	18 42
Tenth year.....	19 89
Eleventh year.....	21 48
Twelfth year.....	23 19
Thirteenth year.....	25 12
Fourteenth year.....	27 19
Fifteenth year.....	29 29
Total.....	\$270 58

Cost of Irrigation by San Lorenzo Flood Storage Method

Figuring irrigation at Fifty Cents per acre per year, and eight per cent interest for fifteen years, the cost would be:

First year.....	\$ 50
Second year.....	54
Third year.....	58
Fourth year.....	63
Fifth year.....	68
Sixth year.....	73
Seventh year.....	79
Eighth year.....	85
Ninth year.....	92
Tenth year.....	99
Eleventh year.....	1 07
Twelfth year.....	1 16
Thirteenth year.....	1 25
Fourteenth year.....	1 35
Fifteenth year.....	1 46
Total.....	\$13 50

Monterey County Has a Virile, Efficient Set of Officers

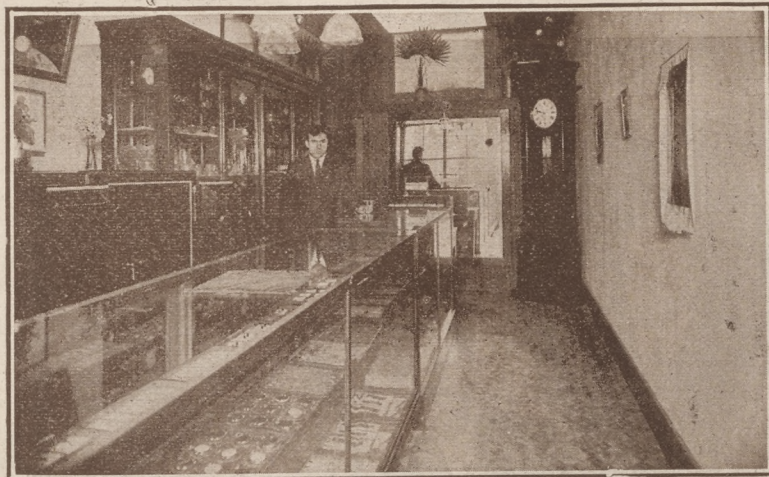


GEO. S. GOULD, Assessor
WALTER NORRIS, District Attorney

GEO. SCHULTZBERG, School Superintendent
JAMES TAYLOR, Treasurer
JOSEPH BARDIN, Superior Judge
H. F. COZZENS, Surveyor

J. E. HUNTER, Tax Collector
IVER J. CORNETT, Coroner
W. J. NESBITT, Sheriff

THOS. P. JOY, Clerk
A. G. WINCKLER, Auditor



The Jewelry Store of
J. B. JOSEPH
King City's Leading Jeweler

Where Autoists Receive
Satisfactory Service

European Plan
First-Class Cafe

Hotel Reich

E. Reich, Proprietor

Our Sunday Dinners
are Famous

Reservations by Phone

Phone K. C. 18

KING CITY, - CALIFORNIA

LADIES!

At Mather's Millinery Store

We also have a nice line of Art Linens and Embroidery Supplies on display.

You will always find the LATEST
and BEST in Seasonable Headwear.

FARMERS AND STOCKMEN!

We Keep on Hand
a Fresh Stock of

Strychnine, Blackleg Vaccine
Anthrax Vaccine
Sheep Dip

— and —

All Popular Stock Remedies

Before Buying Get Our Price

Hitchcock's Drug Store
King City



MRS. HABLES--"Boss"

HABLES' BOWLING ALLEYS . .

KING CITY, CAL.

So Nicely Con-
ducted that La-
dies have no
hesitation about
playing here.

BILLIARDS AND
POOL TABLES

The "King City" Cigar

Made in
King City,
it's repu-
tation has
gone abroad as a 10c smoke equal to any "fifteen center."
We Make good 5c smokes also. Store at factory.
A. HERZOG, Prop., King City, Cal.



KING CITY CAL.

Phone K. C. 30

American and European Plan

Rooms Single and Ensuite with
and without Bath

First-Class Grill, All Service
Headquarters for Auto Parties
W. F. BEASLEY & SON, Props.

NATE NELSON BUTCHER

Dealer in all kinds of

FRESH AND CURED MEATS

Highest Market Prices Paid for
Fat Stock, Hides, Etc.

PHONE 441

Broadway, King City

Blackhawk Stables

R. R. DIAZ, Proprietor

Phone K. C. 14 Broadway KING CITY

Single and Double Rigs; Light Buggies,
Coupes, Spring Wagons. Mettlesome horses,
Fine Saddle Horses and equipment.

Feed Yard for Campers

Hot and Cold Air Machine

Electric Massage

The Auto Barber Shop

A N D B A T H S

A. GRAUPE - Proprietor

Agency Salinas Steam Laundry

Opp. King City Garage

KING CITY,

CALIFORNIA

Steel, Iron, Bronze, Brass and Aluminum Welded by Oxy-Acetylene Process

King City Garage

L. B. Ulrey & Son, Broadway, King City

Best Equipped Garage

Between

San Jose and Santa Barbara

Full Stock of Material and Auto
Supplies.

Expert Mechanics

We Rebuild and Repair All Kinds of
Machines.

Generator and Carburetor Work a Specialty

All Work Guaranteed

Others may come, and others may
go, but we are here to stay.

We have been identified with the
upbuilding of this community for the
past thirty years.

Our responsibility cannot be ques-
tioned.

Agency Studebaker and Dodge Automobiles

Southern
Monterey
County's
Leading
Merchants

A. Widemann Co.
STRONG ON QUALITY



INVESTIGATE
C. H. WIDEMANN'S SUBDIVISION
OF A PART OF
Spreckels Sugar Co's.
King City Ranch

1500 Acres

OF CHOICE ALFALFA, BEAN OR POTATO
LAND with Gravity Irrigation System at a cost not
to exceed 50c per acre per year—OWNED BY THE

LANDHOLDERS. FOR SALE AT FROM

\$100 to \$250 Per Acre--Easy Terms

For Particulars see Page 56

Address C. H. Widemann, Gonzales, Cal.
or C. E. Walker, King City



A. GOETZ

THE

KING CITY JEWELER

SEND ME YOUR MAIL ORDERS

ALSO PROPRIETOR

THE NOVELTY THEATER

MOVIES EVERY NIGHT

KING CITY'S FAVORITE AMUSEMENT RESORT

Skating Rink in Connection.

Hall to Let for Dances or Other Purposes

BRANDT GARAGE

Talbott Block--King City

General
Repairing

Ford Accessories
Best Brands of
TIRES
"OVERLAND"
AGENCY
Oxy-Acetylene
Welding

Our Machine Shop

is thoroughly equipped as to mechanics, machines and the tools to handle any class of machine work that comes in.

STEGLISCH & BRANDT
PROPRIETORS

The French Hotel

Good Clean Rooms and Home Cooking

Conducted by Women

PRICES REASONABLE--RATES TO REGULAR BOARDERS

FANNIE BRUNETTI, Manager

KING CITY

CALIFORNIA

Wonder Hat Shop

Broadway, King City

New goods received every two or three weeks, thus keeping abreast of the city styles. First-class trimmers. PRICES REASONABLE.

Rutherford & Anderson

FIRST NATIONAL BANK OF SALINAS

We respectfully solicit your patronage. All business whether large or small is appreciated and receives our most careful attention.

Affiliated with this institution is

THE SALINAS VALLEY SAVINGS BANK

The Salinas Valley Savings Bank receives **SAVINGS DEPOSITS** has **SAFE DEPOSIT BOXES** for rent and loans money on approved **FIRST MORTGAGES**. Being a member of the Federal Reserve Bank, the United States Banking System, we are in a position to give our clients the best of Banking Service. . . .

MEMBER OF FEDERAL RESERVE BANK

RIVER BANK PROTECTION WORK, IRRIGATION AND CONCRETE WORK



CONCRETE LINED DITCH.

BRIDGES, HIGHWAYS, PILE DRIVING

We can quote you a lump sum bid on the Complete Installation of your Irrigation Project, or any part thereof, including Pumping Plant, Leveling and checking, and all Engineering Work.

LOU G. HARE

Civil Engineer and General Contractor

OFFICES:

Salinas City Bank Bldg, Rooms
14, 15, 16, 17.

SALINAS, CALIFORNIA.

No. of Bank 62

REPORT OF CONDITION OF THE SALINAS CITY BANK

At Salinas, at close of business on the 23rd day of June, 1915.

RESOURCES	Commercial	Savings	Combined
Loans and discounts.....	\$476,810.78	\$521,926.80	\$998,737.58
Overdrafts.....	623.96		623.96
Bonds, warrants and other securities.....	124,037.72	28,192.83	152,230.55
Bank premises, furniture and fixtures.....	92,000.00		92,000.00
Other real estate owned.....	3,354.64	1,500.00	4,854.64
Due from reserve banks.....	53,196.70	25,848.91	79,045.61
Actual cash on hand.....	46,805.99	17,281.88	64,087.87
Checks and other cash items.....	2,097.60		2,097.60
Total.....	\$798,927.39	\$594,750.42	\$1,393,677.81
LIABILITIES	Commercial	Savings	Combined
Capital stock paid in.....	\$256,000.00	\$44,000.00	\$300,000.00
Surplus.....	64,000.00	11,000.00	75,000.00
Undivided profits, less expenses and taxes paid.....	43,455.37	9,855.18	53,310.55
Deposits due to banks.....	21,810.85		21,810.85
Individual deposits subject to check.....	229,178.39		229,178.39
Savings deposits.....		526,892.66	526,892.66
Demand certificates of deposit.....	135.58		135.58
Time certificates of deposit.....	92,056.85		92,056.85
Certified checks.....	108.55		108.55
Cashiers' checks.....	181.80		181.80
State, county and municipal deposits.....	92,000.00		92,000.00
Postal Savings deposits.....		3,002.58	3,002.58
Total.....	\$798,927.39	\$594,750.42	\$1,393,677.81

HARRY WINHAM, President

I Conduct the Best Advertised
Largest Up-to-Date and Most Re-
liable Real Estate Business in
Monterey County.

COUNTRY LANDS
A SPECIALTY

C. N. THORUP

Salinas, California

Phone 105

Notary Public

E. C. RUST CO.

Real Estate
and Insurance

Collections Made

Houses Rented

Country Real Estate a Specialty

328 Alvarado St. Monterey

The Packing
of

Alpine

MILK

AT

GONZALES, IN THE SALINAS VALLEY,

Has been the Chief Factor in the Development of
the Dairy Industry of that Section of California

OVERLAND CARS

GARFORD TRUCKS

REPAIRING, STORAGE

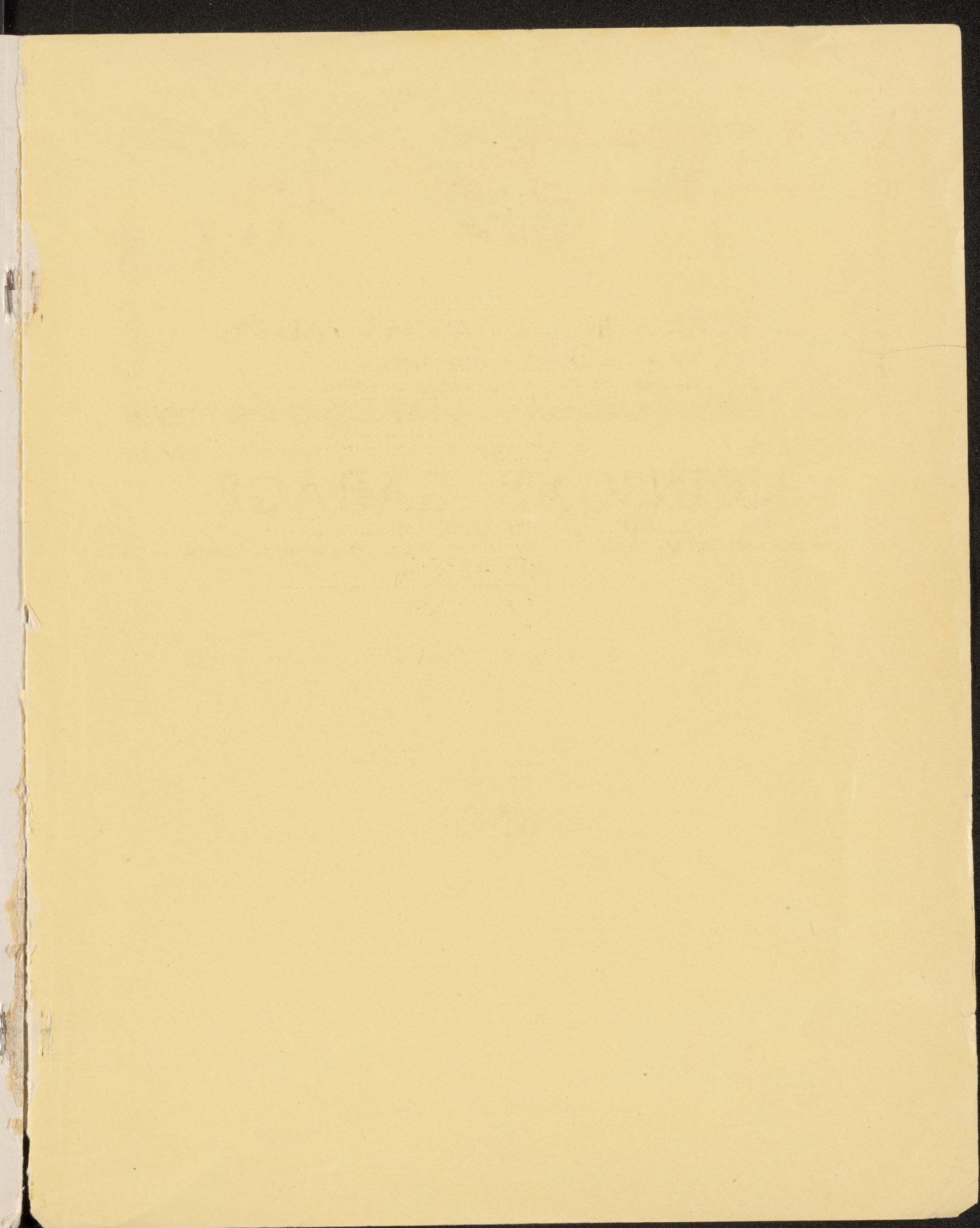
JOHNSON'S GARAGE

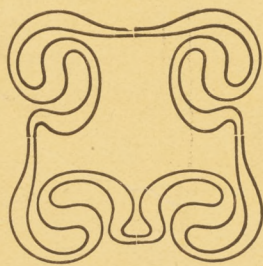
SOLEDAD, CAL. TELEPHONE MAIN 171

Harley-Davidson and Indian Motorcycles

Autos for Hire Day or Night. Gasoline and Oil







MONTEREY COUNTY FREE LIBRARY
SALINAS, CALIFORNIA